

SUSHI BUSINESS IN HONG KONG AND
ITS FUTURE DEVELOPMENT

by

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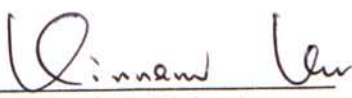
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ABSTRACT

Sushi is one of the most popular food in Hong Kong. You can see sushi selling in many places at present in Hong Kong. This situation is very different from several years ago. At that time sushi was not very popular. However, due to the active promotion by marketers, new image is created for sushi. Also the cheaper price and better distribution network increases the consumers willingness to try this product. At present, the consumption of sushi of the Hong Kong people increases manifolds, and sushi marketers are earning a lot more by selling sushi. Nowadays, sushi is selling in many places. They include sushi restaurants which feature the conveyor belt with sushi rotating around, sushi shops or supermarkets which feature wrapped but cheap sushi. These are two of the main distribution outlets of sushi.

In this paper, two questionnaire surveys were carried out to check the consumer habit of eating sushi and their perception towards sushi. The first one aims at finding the eating habit of sushi of the consumers. Findings from this questionnaire indicate that consumers at present do not go very often to sushi restaurant. The reason is that sushi is still expensive to most of them. The target segment of sushi is the young male group. The second questionnaire aims at doing an in-depth analysis of the consumers' perception of sushi and their likes and dislikes about this product. According to them, sushi is delicious, but expensive. Consumers do not like to go to sushi restaurants because they are crowded, but there is still great potential for the growth of this product. Possible marketing strategies to expand the market are discussed. They include increasing the variety of products, lowering the price of sushi and renovating the sushi restaurants.

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CHAPTER I

INTRODUCTION

Japan and Hong Kong are both located in Asia. In the 70s', when the economy of Japan was picking up at a tremendous speed, Japanese products invaded the territory with great speed. Electrical appliances, Japanese food and even Japanese TV shows and songs were very popular in Hong Kong.

Nowadays, the effect does not seem to lessen in any way. We can see Japanese cars running on the roads on Hong Kong, Japanese restaurants in every shopping centre, and Japanese electrical appliances in every household. The effect is especially strong in these two years, when we think of the little pocket pet called Tamagochi, and also a kind of Japanese restaurant called Kaiten zushi (迴轉壽司).

Sushi is one of the most prestigious food in Japan. With a piece of small raw fish on a pad of rice, this traditional Japanese food is long regarded as one of the most expensive gourmet in the world. This is especially true in Hong Kong in the past when Japanese restaurants are treated as places where only the richest people could go, and eating there would cost a fortune. Sushi is also deemed to be unreachable by the general people. Only in very special event will the general people go to Japanese restaurant to enjoy the food there.

At the same time, sushi is not accepted by all people. Chinese people do not like eating food without cooking it. This is especially true with seafood which is considered to be dirty and likely to cause food poisoning. Therefore, the concept of eating raw fish was not popular

in the past decades. On the contrary, Japanese people like to use all kinds of seafood as the ingredients of sushi, ranging from tuna and salmon to shellfish like sea urchin. They are very confident with the food and do not seem to be afraid of the problem of food poisoning.

However, the situation is changing in Hong Kong. Sushi, in these few years, is gaining ground very quickly. It is now one of the most popular food in Hong Kong, especially among the younger generations. At present in Hong Kong, we can see sushi selling in virtually everywhere in the territory. New Kaiten zushi restaurants are opening every month, spreading its coverage all over Hong Kong. Genryoku Sushi and Genki Sushi are two of the most well known Kaiten zushi chains in Hong Kong. We can see long queues of people waiting for seats in front of these Kaiten zushi restaurants at lunch and dinner time. Other than these Kaiten zushi restaurants, places like supermarkets and Japanese department stores are also selling wrapped sushi with a wide variety of choice. Moreover, specialty shops selling sushi and sashimi can also be found in many districts.

Actually the concept of Kaiten zushi was introduced to Hong Kong more than a decade ago. Kaiten zushi restaurants at that time were operated by individual marketers, without anyone dominating the market. However, the thing was that these Kaiten zushi was not much welcome by the local people. Not until the recent two years did Kaiten zushi become popular among the local people.

What makes the sudden boost in the sales of sushi? Several reasons may explain this phenomenon. One of them would be the active TV promotion by Genryoku Sushi featuring games with celebrities on TVB. Another reason would be the 'downgrading' of sushi to make it more easily accessible by the local people, both in terms of price and location. The third

thing would be the changing perception of the younger generation towards raw food with the advance in technology which ensures better hygiene of food. The fourth one would be the bettering of the economy of Hong Kong and the younger generation is having more money. They are much more willing to try new things and much more willing to spend.

This project try to answer several questions with respect to the sales of sushi and the future development of this special product.

- The first thing we will do is to find out the penetration level of sushi among the Hong Kong people. We will also try to find out the eating habit of the Hong Kong people with respect to sushi eating.
- We will also try to find out what the Hong Kong people like or dislike about sushi, and the comparison of sushi restaurant with other restaurants.
- Then we will go on to find out what the consumers are looking for from sushi and from a caterer of sushi. By doing so, we can compare it with the service available at present to find out if there is anything which the consumers expect is not met. At the same time we can figure out the things that can be done to improve the prospect of this product, and the future development for a marketer in this area.
- We will also try to find out who are the customers of sushi which in turn sheds light on the target market of sushi. Then we can figure out how we should position sushi in the Hong Kong market and also the promotion method that a marketer could use.

CHAPTER II

RESEARCH METHODOLOGY

The major part of this project is two main questionnaires. The first one is a short questionnaire and the second one is longer.

The Short Questionnaire

This questionnaire is set to obtain information on the penetration level of sushi among the Hong Kong people. Questions in this questionnaire include the most preferred type of sushi, the frequency of going to sushi restaurants, the number of dishes of sushi taken per visit, the length of time of stay per visit, also the amount of spending per visit and the situation in which the respondents usually go to sushi restaurants. Demographics are also included to find out which segments of consumers eat more sushi or go more often than other segments. A copy of the questionnaire is attached in Appendix 1.

The questionnaire was done by field researchers who went out and asked respondents to answer the questions face to face. Convenient sample was used. Locations where the survey was performed include Tsim Sha Tsui, Shatin and Central. The sample size was 200 and a total of 196 valid questionnaires were used. After collecting the data, they were input into a computer to run statistical analysis like frequency distribution and mean calculation. The following table shows the number of respondents in the respective areas of survey.

Place	Time	Number of respondents
Tsim Sha Tsui	12 Mar, 1998	65
Shatin	13 Mar, 1998	83
Central	14 Mar, 1998	48

The Long Questionnaire

The second questionnaire is a longer one. The purpose of this questionnaire is to carry out in-depth analyses of the sushi market and the perception of the consumers towards sushi restaurants and sushi itself.

The first part of the questionnaire is the rating of importance of different attributes towards the choice of restaurants. These attributes include price of the restaurants, the quality of the food, the taste of the food, the variety of the food and the familiarity with the restaurants. Then the respondents are asked to compare a typical Chinese restaurant, a steak house and a sushi restaurant based on the above mentioned attributes. The third part includes questions about sushi itself. Questions like whether sushi is good to health, whether sushi is delicious, or whether sushi is expensive are asked. The overall liking of sushi is also asked. Then the fourth part of the questionnaire asks the respondents about the possible changes for sushi restaurants. Several special changes are introduced to the respondents and the respondents are asked to rate whether they find such changes appealing. This provides future development of sushi restaurants. Then the fifth part collects information about the ideal situation in which sushi is eaten. The occasion in which sushi should be taken, with whom and where will make the difference. The sixth part is to collect the psychographics of the respondents. This aims at checking what kinds of people like sushi more. Finally, several

questions about demographics are included. A copy of the questionnaire is included in Appendix 3.

The questionnaire was carried out using convenient samples. Students from the part-time MBA course, full-time MBA students, and also working people were asked to fill out the questionnaire. The target sample size was 100 for this questionnaire, and a total of 97 valid questionnaires were collected. The data was fed into a computer and statistical analysis including t-test was done. The following table shows the number of respondent from the respective sources of respondents.

Sources	Time	Number of respondents
Working people in campus	7 Mar, 1998 to 21 Mar, 1998	45
Part-time MBA students	3 Mar, 1998/ 10 Mar, 1998	23
Full-time MBA students	6 Mar, 1998 to 20 Mar, 1998	29

CHAPTER III

THE HISTORY OF SUSHI

Japan is an island nation. Its surrounding seas warmed by Kuroshio, the plankton-rich Japan current, give an astonishing variety of fish and shellfish. On the other hand, Japan is a mountainous island with very little arable land, which is used to cultivate rice and a few other crops. For a long time, the Japanese people feed themselves with harvest from the sea and rice fields. As a result, sushi, a combination of raw fish and seasoned rice that seems so exotic to foreigners, is a supremely logical food in Japan.

Sushi began one century ago in Japan as a method of preserving fish. It is told that the origins of sushi came from countries in the Southeast Asia. Cleaned, raw fish were pressed between layers of salt by heavy stones. After several weeks, the stone was removed and replaced by a lighter cover. The fish fermented within the layers. Several more months later, the fermented fish was considered ready to eat. It was taken together with rice. This is the ancestor of sushi. At present, some restaurants in Tokyo still serves this kind of original sushi, called narezushi, made with freshwater carp. However, the flavor is so strong that it obscures the identity altogether.

In the 1900's, a chef called Yohei decided to forego the fermentation method and serve sushi in a form resembling the present one. It became very popular and two distinct styles emerged. One was the Kansai style, from the city of Osaka in the Kansai region, and Edo style, from Tokyo, which was then called Edo. Osaka has always been the

commercial capital of Japan, and the rice merchants there developed sushi that consisted of primarily seasoned rice mixed with other ingredients and formed into a decorative, edible packages. Tokyo, located on a bay then rich with fish and shellfish, produced nigirizushi, featuring a select bit of seafood on a small pad of seasoned rice. Although the ornamental sushi of the Kansai region is still very popular, it is nigirizushi that foreigners are familiar with.¹

¹ Mia Detrick. Sushi. Chronicle Books Copyright, 1981.

CHAPTER IV

THE SUDDEN BOOM OF SUSHI BUSINESS

Sushi has been selling in Hong Kong for a long time. At the beginning, they were only available in traditional Japanese restaurants and Japanese department stores. Variety was limited, especially those in Japanese department stores. It was not a popular food at that time because of the high price. Even with the introduction of Kaiten zushi in Hong Kong a decade ago, this business was still not very good. However, the sushi business picked up these two years at an extremely high speed. Suddenly one can find sushi anywhere, in supermarkets, in department stores or even delivery to home. Sushi restaurants are everywhere, and variety expands a great deal. What had happened to make sushi such a success in a short period of time? Several reasons seem to explain well this sudden boom. They are active promotion on TV, cheaper price, change of image, easy accessibility and increasing purchasing power of the Hong Kong people. We can look at these reasons in turn.

Active Promotion on TV

The first and most important reason for the success of sushi business is the active promotion on TV by Genryoku Sushi. One can still remember well the game program a couple of years ago, sponsored by Genryoku sushi, in which celebrities were invited to play. One of the games in the program featured celebrities choosing from a dozen of

specially prepared sushi and eating them. Among this dozen of sushi, three were filled fully with wasabi, the Japanese mustard which can make one drop tears. Celebrities chosen to eat the special sushi were given close shot to show to the audience how they suffered from the wasabi. The game was very successful and the audience could recall the expression of the celebrities when eating the wasabi. What was most important was that the audience were induced to try on their own whether they would face similar suffering when eating sushi.

Only the sushi eating game was not enough. Whether the program itself was successful was also important. The program was one of the crazes of the Hong Kong people at that time. People from all ages liked to watch that program. The result was that so many people could see the sushi eating game and advertising effect for sushi was extremely high.

The combined effect of the program was that people, whether they had previous experience of eating sushi or not, would want to eat sushi and also want to include sushi as one of the choices when deciding where to eat.

Cheaper Price

The cheaper price of sushi also constitutes one of the reasons for success for the sushi business. For a long time, sushi was deemed to be very expensive, and was only suitable for the well-off. One may need to pay up to several hundred dollars in order to get just a few pieces of sushi in a Japanese restaurant. This made sushi not accessible to everybody and limited the market for further growth. However, with the introduction of

Kaiten Zushi, the price of sushi became more acceptable to the general public. One can now get two pieces of sushi with good quality at a price of less than \$15. Or if quality is not that important, \$10 can already give two pieces of sushi at your choice. Comparing with the price in traditional Japanese restaurant, the difference is more than ten times. Thus most people, well-off or not, can try this food without much worry about spending too much. The market size for this products increased a lot.

Change of Image

If you ask someone a decade ago what he thinks about sushi, the answer would certainly be something like sushi is very prestigious, or sushi is only suitable for well-off people, or sushi should only be taken by the 'aged' people. Sushi is the most typical yet prestigious food from Japan, and that is the truth. There is no reason for it to downgrade itself to appeal to the rest of the market. However, the promotion from the marketers seem to be working out another image for sushi. As mentioned above, the success of the TV program brought much attention to the existence of sushi among the local people. But if we take a closer look at this phenomenon, the program introduced sushi especially to the younger generation. The program itself targeted at young people like students and teenagers. Celebrities were usually the idols of young people. The effect was that it was this group of consumers who was affected most by the sushi game. This group of consumers is energetic and willing to try new things. They have the money to spend too. They see sushi as something young and challenging, instead of the traditional old,

prestigious image. Such a change brings sushi to another dimension, breaking away from the small and limited market to a much larger market.

The way how sushi restaurants operate also bring this message to the consumer. Kaiten Zushi operates in a way similar to a fast-food restaurant. Normally people go into the restaurant, sit down and pick up whatever he wants to eat. There is no need to order and wait for the order to come. One can even pay the bill by going to the counter, instead of the waiter bringing the bill to the customer. The choice of food in a sushi restaurant is also limited. These combine to create an image of speed and convenience for the consumers, which also is the image young people like. This further enhance the popularity of sushi among the young people.

Easy Accessibility of Sushi

Sushi is much more easily accessible than before. One can get sushi whenever and wherever he likes. This compares with the situation long time ago when one can only find sushi in traditional Japanese restaurants. Supermarkets selling sushi, sushi shops and restaurants are all over the place. One can even find some Chinese restaurant selling sushi and sashimi. This provides much convenience for the consumers and they will find eating sushi one of the best options even for a normal lunch or dinner, especially when time is limited.

Increasing Purchasing Power

Although as mentioned above, the price of sushi goes down a lot when compared with a long time ago, the price for such a little pad of rice with a piece of raw fish is still not cheap. One can already get a very good meal from a local fast-food restaurant with \$30. But it is quite impossible to fill the stomach with just \$30 of sushi, by which one can most possibly get five to six pieces. One may still spend up to a hundred dollars in a sushi restaurant in order to have enough for a lunch or dinner. However, the increasing purchasing power of the Hong Kong people counteracts this problem. People now have more to spend and they are more willing to spend, especially the younger generation. Therefore such a price is not a big problem at all.

CHAPTER 5

BUSINESS ENVIRONMENT

Sushi, unlike several years ago which can only be obtained in tradition Japanese restaurants, is now one of the most popular food in Hong Kong and is easily available in a lot of different places. These places include sushi restaurants, supermarkets, independent sushi shops and also Japanese department stores. Each of these locations has its own features and the sushi they sell is not exactly the same. We will try to look at these places in turn.

Traditional Japanese Restaurants

Traditional Japanese restaurants have the longest history in selling sushi in Hong Kong. These restaurants are characterized by the prestige and the high price associated with the food. Usually going to these restaurants will mean spending at least a few hundred dollars per head. People going there are usually more well-off and have more money to spend. Generally ordinary people seldom go to these restaurants due to the high price and even if they go, they would only go in very special events. The quality of the food in these restaurants is good. However, the number of these restaurants in Hong Kong is limited especially when comparing with Western and Chinese restaurants.

Sushi Chain Restaurants

The most popular mode of selling sushi in Hong Kong now is the sushi chain restaurants. At present, the largest ones are Genryoku Sushi and Genki Sushi. For Genryoku Sushi, there are at 23 outlets scattered around Hong Kong. Most of the outlets are located in busy districts like Tsim Sha Tsui, Mong Kok and Central. The major selling point of Genryoku sushi is the same selling price for all kinds of sushi and also the membership system. Members can get 10 points per dollar spent on eating sushi, and the bonus points can be used to redeem gifts or used as money for future spending. Members are also entitled to special privilege like discounts on sushi. The second largest chain is Genki Sushi. The major selling point of Genki sushi is salmon. It is characterized by a relatively lower price, \$12, and also 3 pieces per dish of salmon. However, unlike Genryoku sushi, different sushi is charged different prices in Genki Sushi. Both these restaurants also emphasize a lot on take-away and delivery service, and the quality of the sushi, although is not as good as those in traditional restaurants, is still above average. Other than these 2 big chains, there are also smaller independent sushi restaurants scattered around Hong Kong. These smaller restaurants vary in terms of quality of the sushi and service, to quite a large extent.

Supermarkets

The third type of places where sushi is available is local supermarkets. Big supermarkets like Park N'Shop is providing sushi in their outlets, mostly located in the refrigerator. However, with the introduction of Park N'Shop Superstore, Park N'Shop is allocating a special area in the shop for the exclusive sales of sushi and sashimi. Other than

Park N'Shop, other supermarkets like Carrefour is also selling sushi and sashimi, with a special designated counter. The variety of sushi available is limited. Also, the quality of the sushi sold in these restaurants is average. They cannot be compared with sushi restaurants and traditional Japanese restaurants in terms of quality, but the major selling point is low price. On average, the selling price per piece of sushi is around \$5, which compares with \$7 to \$8 dollars in sushi restaurants. Freedom of choice is also emphasized in which consumers are free to choose on their own whatever sushi they like.

Other than local supermarkets, Japanese department stores are also selling sushi. Since most of the Japanese department stores, like Jusco, have a supermarket located at the basement, one can easily find sushi in these supermarkets. Like other supermarkets, the sushi sold in these restaurants are low priced, but the variety available is not great, and the quality of the sushi is average.

Independent Sushi Shops

Independent sushi shops are one of the special variations of shops after the sudden boom of sushi consumption. These shops are usually small, offering sushi wrapped in a transparent plastic sheet. These shops are scattered around in Hong Kong , and can be found in big shopping malls and also street corners. The major strength of these shops is low price. A piece of sushi sells on average \$4, and quite a lot of variety is also available. However, the quality of the sushi is not high, and they are not as fresh as those available in sushi restaurants and supermarkets.

Government Control

During the year of 1997 and the first half of 1998, Hong Kong seems to suffer especially much from food poisoning and food related disease. In 1997, the beef with disease from Britain, poisoning from ice-cream, vegetables with poison, chicken flu, fish with poison and so on frightened a lot of Hong Kong people. In the first half of 1998, such a fright seems to continue with the sudden increase in cholera cases and also the recent red tide. All these cases make the Hong Kong people more aware of what they are eating and the healthiness of the food.

Eating food without cooking creates an even bigger concern in terms of the cleanliness of the food. This is especially true in this sensitive moment with the cases mentioned in the previous paragraph. Sushi itself is a pad of rice with a piece of raw fish, sashimi. Since the fish is raw, the government needs to pay more attention in controlling the sales of sushi so that the cleanliness of the sushi can be guaranteed and consumers can feel safe when eating sushi. This part takes a look at how the Hong Kong Government control the sales of sushi.

Issuing Permits

The government tries to control the sales of sushi through the issuance of permit. This permit is especially designed for the sales of sushi and sashimi and it is issued either by Urban Service Department or the Regional Service Department, depending on the location of operation. According to the documents of the departments, applicants for the permit need to meet certain requirements before getting a permit. These include the installation of refrigerator for the storage of sushi and sashimi, and the sushi and sashimi must be kept separately from

other food. If the applicant also wants to manufacture the sushi, a food manufacturing license is also needed. However, if the applicant only sells sushi obtained from another supplier, he is required to certify the qualification of the supplier and in case of change of supplier, the applicant has to inform the department as soon as possible. Other special requirement includes things like people with diarrhea or vomiting symptom are not allowed to handle the sushi and sashimi, or the sushi and sashimi need to be fresh. The permit has a duration of one year, and can be renewed after expiration.²

² “Application for Selling Restricted Food Items.” Urban Services Department.

CHAPTER VI

RESEARCH FINDINGS

The First Questionnaire

This part presents the findings generated from the short questionnaire. This questionnaire collects information on the penetration level of sushi in Hong Kong and try to see if we can segment the market using simple demographics.

The Most Preferred Sushi

In question 3 of the questionnaire, respondents were asked what sushi they like most and the result is as follows. Note that some of the items are not sushi themselves, but rather a kind of side dishes taken together with sushi.

Ranking	Name of sushi/side dish	Number of respondents	Percentage
1	三文魚	47	24.0
2	鰻魚	15	7.7
3	帶子	11	5.6
	加州卷	11	5.6
5	熟蝦	10	5.1
6	八爪魚	9	4.6
	生蝦	9	4.6
	赤貝	9	4.6
9	蟹子	8	4.1
10	吞拿魚	7	3.6
11	蜆肉	6	3.1
12	白飯魚	5	2.6
	魚子	5	2.6
	中華沙律	5	2.6
	北寄貝	5	2.6
16	螺肉	4	2.0
	蟹柳	4	2.0

	吞拿魚沙律	4	2.0
19	海蜇	3	1.5
	黃瓜	3	1.5
	玉子	3	1.5
22	海帶	2	1.0
	青瓜	2	1.0
	油甘魚	2	1.0
	魚翅海蜇	2	1.0
26	太卷	1	0.5
	海膽	1	0.5
	生牛肉	1	0.5
	三文魚手卷	1	0.5
Total		196	100

From this table, we can see the salmon is the most popular sushi among the Hong Kong people. The reason for this may be that salmon is the most well known sushi as it has a long history of presence in Hong Kong. Moreover, the taste of salmon suits well the tongues of the Hong Kong people and its appearance is also attractive, orange with stripes of fat. The second one is eel, which also has a long history in Hong Kong, and is also well known among the Hong Kong people, and most Hong Kong people like the eel sauce associated with the eel. The third are scallop and California roll. From this list, we can see that the preference of the Hong Kong people is quite simple. The most well known and simple sushi are ranked in the top. They are also the plainest type of sushi.

The Consumption Pattern of the Sample

Questions 4, 5, 7, 8 ask the respondents about the average consumption while going to sushi restaurants. Question 4 asks the frequency of visiting a sushi restaurant, question 5 asks the number of dishes taken per visit, question 7 asks the length of stay per visit and question 8

asks the amount of spending per visit. The mean score for these four questions are presented below.

Questions	Mean score
Frequency of visit	1.35/month
Number of dishes per visit	8.14 dishes
Length of stay per visit	1.82 hours
Amount of spending per visit	\$146.76

We can see from this table on average, the Hong Kong people go to sushi restaurant 1.35 times per month. This may not be a great number compared with other types of restaurants like Chinese restaurants or fast-food restaurants. The reason for this may be that going to sushi restaurants is still quite expensive and people would not go there too frequently.

However, if we look at the number of dishes consumed per visit and the amount of spending per visit, we can see that most people are prepared to spend when going to sushi restaurants. The number of dishes and the amount of spending match quite well. If we take \$15 dollars per dish, then 8 dishes would give \$120, plus 10% service charge, it would give \$132. If we use this amount of money to go to a Chinese restaurant or a fast-food restaurant, one can already have a very good meal. Therefore, sushi is still more expensive when compared with other types of food.

If we take a look at the amount of time staying in the sushi restaurants per visit, we can see that the mean is quite high. 1.82 hours mean more than the time necessary for watching a movie. Possible reason for this may be because in Genryoku sushi, especially at night time, movies are shown. This may induce the customers to stay longer until they finish watching the movie. Thus the length of stay may become longer.

The Occasion of Visit

Questions 5, 10, 11 ask the respondents about the time of their visit, and the occasion in which they go to sushi restaurants. Question 5 asks the respondents whether they go at lunch time or dinner time, and question 10 asks with whom the respondents usually go to sushi restaurants, and question 11 asks the respondents under what situation they usually go to sushi restaurants. The results are presented as follows.

Questions	Answers			
Usual time of visit	Lunch	Dinner	Others	
No. of respondents	53	123	18	
With whom	Self	Friends	Colleagues	Others
No. of respondents	17	112	46	19
In what occasion	Special events	Normal meals	Others	
No. of respondents	58	127	6	

Taking a look at the table, we can see that most the respondents usually go to sushi restaurants at dinner time. This may be justified by the fact that sushi restaurants are most crowded at that time. The respondents also like to go there with either their friends or colleagues. These two groups account for more than 75% of the whole sample, and it seems that sushi restaurants are not good places for single person or family meeting. Unlike going to traditional Japanese restaurants, nowadays most of the people eat sushi just for normal meals. However, still more than 25% of the people go to eat sushi for special events. These events may be celebration of birthday, promotion or graduation and so on. It seems that, overall, sushi restaurants are places for meeting friends and colleagues and have fun there.

Buying Sushi at Supermarkets or Sushi Shops

Other than going to sushi restaurants to eat sushi, one can also buy wrapped sushi in supermarkets or sushi shops. Questions 9 and 10 ask the respondents about their sushi buying habit. Question 9 asks the respondents the frequency of buying sushi, and question 10 asks about the number of pieces of sushi purchased each time.

Questions	Mean score
Frequency of buying sushi	1.94 times/month
Number of pieces per purchase	10.24 pieces

We can see from this table people buy sushi more frequently than going to sushi restaurants. This may be because this is more convenient and the price of buying sushi is much cheaper. If we take an average of \$5 per piece, buying 10 pieces is only \$50 dollars, which compares with \$140 going to sushi restaurants. However, one should bear in mind that people buy wrapped sushi are usually eating sushi as snacks rather than substitutes for meals. Also, those buying usually buy for the family as a whole, rather than buying for themselves only.

Comparison between Different Groups

In the following parts, comparisons are made among different groups of respondents to see if their consumption patterns are different from one and another. Questions 2 to 11 are used as dependent variables and the demographic data is used as independent variables. Statistical analysis is used to check if there is any significant relationship between the dependent variables and independent variables. The following tables summarize the output and the respective significance.

Factors	Factors	Chi-square test P-value	Signifi- cant	Remarks
Like eating sushi	not performed	not performed		Due to big difference between the number of people choosing yes and no, chi-square test is not performed for this variable
Most preferred sushi	Sex Age Occupation Income Education Living district Marital status	0.059 0.18 0.34 0.14 0.23 0.93 0.13		
Usual time of visit	Sex Age Occupation Income Education Living district Marital status	0.15 0.08 0.08 0.23 0.85 0.70 0.03	yes	
Go to sushi restaurant with whom	Sex Age Occupation Income Education Living district Marital status	0.12 0.00 0.00 0.00 0.00 0.02 0.00	yes yes yes yes yes yes	
Go to sushi restaurant in what occasion	Sex Age Occupation Income Education Living district Marital status	0.04 0.02 0.00 0.84 0.08 0.16 0.00	yes yes yes yes yes yes	

From the table, we can see that, in terms of the usual time of visit, only marital status, that is, either single or married, has relationship with it. But for going to sushi restaurant with whom and in what occasion, almost all the demographic groups show a relationship with them. It is found that all the groups give a significantly higher response rate for going to sushi restaurants with friends. At the same time, with the exception of income and marital status, almost all groups show a higher response rate for going to sushi restaurants for normal meals. However, difference cannot be observed within groups. That is, for example, regardless of which age range, the respondents show a consistently higher response rate for going to sushi restaurants with friends and for normal meals.

The following table shows the significance of the demographic data towards affecting different usage habits. Since the demographic data is recorded as categories, they are converted into dummy variables and regression analysis is performed. For example, in terms of age, the seven categories are grouped into three categories, the teenagers (15-19), the young group (20-29) and the older group (30 or above). Dummy variables, age 1 and age 2, are created. Similar manipulation is performed for other demographic data.

Dependent variables	Independent variables	Regression analysis, P-value	Significant	Remarks
Frequency of visit to sushi restaurants	Age 1	0.42	yes yes	+ve coefficient +ve coefficient
	Age 2	0.19		
	Education 1	0.51		
	Education 2	0.25		
	Income 1	0.01		
	Income 2	0.05		
	Marital status	0.54		
	Occupation 1	0.19		
	Occupation 2	0.68		
	Occupation 3	0.92		
	Occupation 4	0.74		
	Occupation 5	0.30		
	Sex	0.20		
Number of dishes per visit	Age 1	0.59	yes	Large -ve coefficient
	Age 2	0.71		
	Education 1	0.30		
	Education 2	0.10		
	Income 1	0.07		
	Income 2	0.24		
	Marital status	0.26		
	Occupation 1	0.48		
	Occupation 2	0.19		
	Occupation 3	0.96		
	Occupation 4	0.71		
	Occupation 5	0.29		
	Sex	0.00		
Length of stay	Age 1	0.71	yes yes yes	+ve coefficient -ve coefficient -ve coefficient
	Age 2	0.98		
	Education 1	0.63		
	Education 2	0.40		
	Income 1	0.03		
	Income 2	0.07		
	Marital status	0.16		
	Occupation 1	0.04		
	Occupation 2	0.02		
	Occupation 3	0.88		
	Occupation 4	0.47		
	Occupation 5	0.42		
	Sex	0.22		

Dependent variables	Independent variables	Regression analysis, P-value	Significant	Remarks
Amount of spending	Age 1	0.09	yes	Large +ve coefficient
	Age 2	0.29		
	Education 1	0.33		
	Education 2	0.03		
	Income 1	0.11		
	Income 2	0.59		
	Marital status	0.13	yes	+ve coefficient
	Occupation 1	0.22		
	Occupation 2	0.57		
	Occupation 3	0.04		
	Occupation 4	0.22		
	Occupation 5	0.12		
	Sex	0.00	yes	-ve coefficient
Frequency of buying sushi	Age 1	0.00	yes	-ve coefficient
	Age 2	0.02	yes	-ve coefficient
	Education 1	0.45	yes	Large +ve coefficient
	Education 2	0.59		
	Income 1	0.29		
	Income 2	0.62		
	Marital status	0.88		
	Occupation 1	0.27		
	Occupation 2	0.39		
	Occupation 3	0.00		
	Occupation 4	0.26		
	Occupation 5	0.23		
	Sex	0.01	yes	+ve coefficient
Number of pieces per purchase	Age 1	0.14		
	Age 2	0.38		
	Education 1	0.33		
	Education 2	0.40		
	Income 1	0.74		
	Income 2	0.31		
	Marital status	0.82	yes	Large +ve coefficient -ve coefficient
	Occupation 1	0.50		
	Occupation 2	0.37		
	Occupation 3	0.18		
	Occupation 4	0.28		
	Occupation 5	0.01		
	Sex	0.03	yes	

From the above table, we can see that certain demographic data shows significant effect on the dependent variables. The first demographic is sex. Four out of six of the usage habits are significantly different for male group and female group. Age groups and income groups also show differences in certain aspects. A higher income is found to be related with a more frequent visit to sushi restaurants. The teenagers group and the older age group also seem to buy more frequently from supermarkets or sushi shops. In terms of occupation, the effect lies in the area of length of stay. Students are found to be the group that stays for the longest time when going to sushi restaurants. Also, the white collars are the group that spends the most when eating in sushi restaurants. The following part gives a more detailed comparison between different groups in certain important areas.

Comparison between Male and Female

The following tables show the mean score of the male group and the female group with respect to different questions.

Questions	Mean score	
	Male	Female
Frequency of visit	1.55	1.24
No. of dishes	10.25	6.65
Length of stay	1.91	1.74
Amount of spending	\$189.25	\$117.03
Frequency of buying	1.48	2.20
No. of pieces per purchase	11.38	9.64

From this table, several differences can be interpreted between male and female. The first thing we can see is that male goes more frequently to sushi restaurants than female. On average they go 0.3 times more per month than female. Moreover, if we look at the number of

dishes and the amount of spending, we can see that male also eats more and spends more than the female. This may be because male usually eats more than female, no matter what food it is. Male tends to stay longer in sushi restaurants than female. However, this phenomenon is not as important when compared with the amount of spending. And a longer time of stay may even mean threats to the marketers as they occupy the seats for a longer time. In case of buying sushi from supermarkets or sushi shops, female buys more frequently than male, and the difference is more than 30%. It seems that female is much more attracted by the wrapped sushi than male. The difference in the number of pieces may be explained again by the fact that male usually eats more than female.

The overall findings from this table gives us the information that male prefers going to sushi. On the other hand, female tends to prefer buying sushi from sushi shops or supermarkets.

Comparison across Age Groups

The mean score for different age groups according to different questions are presented below. Bold figures are the highest mean score across different groups.

Age group	Mean score						
	15-19	20-24	25-19	30-34	35-39	40-44	>45
Questions							
Frequency of visit	1.11	1.46	1.53	1.47	1.41	0.22	0.15
No. of dishes	8.41	7.61	8.13	8.74	10.35	6.00	4.67
Length of stay	1.77	1.79	1.80	1.94	1.76	1.71	1.83
Amount of spending	124.7	121.8	151.1	178.7	204.7	111.4	103.3
Frequency of buying	2.45	1.70	1.93	1.75	1.57	3.80	1.80
No. of pieces per purchase	10.35	9.13	10.18	11.09	12.83	16.40	7.80

This table provides some information on the consumption pattern of different age groups. In terms of frequency of visit, it seems sushi appeals most to those aged between 20 and 39. They go more frequently than other groups. Also, if we look at the number of dishes per visit and the amount of spending per visit, these groups represent the highest scores. On the contrary, in terms of buying sushi, those above 40 seems to be more attracted by the wrapped sushi than other age groups. This group of people buy more frequently from supermarkets or sushi shops and they tend to buy more each time too. However, one thing to note is that the teenagers seem to buy wrapped sushi quite often. This may be because they do not have income and wrapped sushi is less expensive than going to sushi restaurants.

The overall implication is that sushi appeals to most age groups except those above 45. It seems that sushi has a young image and it is especially welcome by the younger age people.

Comparison across Income Groups

Different income groups seem to make a difference in terms of their consumption behavior of sushi. The following table shows the mean scores for different income groups with respect different questions.

Income group	Mean score		
	\$9999 or below	\$10000-\$14999	\$15000 or above
Questions			
Frequency of visit	0.94	1.58	1.65
No. of dishes	7.31	7.85	9.71
Length of stay	1.76	1.76	1.96
Amount of spending	120.20	141.99	191.83
Frequency of buying	1.985	2.12	1.50
No. of pieces per purchase	10.00	9.81	11.62

The respondents are divided into three different income groups, \$9999 or below (the low to medium income group), \$10000-\$14999 (the medium to high income group), \$15000 or above (the high income group). According to this table, we can see that the third group go more frequently to sushi restaurants, they consume more and they spend more. This may be explained by the reason that going to sushi restaurants still requires quite a lot of money. On the contrary, in terms of buying wrapped sushi, the second group buys more frequently than the other two groups. This may be due to the fact that wrapped sushi is cheaper and it is more affordable to buy the wrapped sushi for this group of people. Although the third group buys more pieces per purchase, it seems that the image of the wrapped sushi is not as high as those in sushi restaurants.

Summary

Summing up the above analysis, sushi now has a young image and appeals to the younger generation, especially to the male group. Also, due to the price level, sushi is still quite limited in terms of market as only those wealthier class would like to eat sushi more frequently.

On the contrary, wrapped sushi sold in supermarkets and sushi shops has a lower image and appeals more to the older age group, the women and those with less income.

Overall speaking, there are still much room for the development of the sushi market, as we can see from the information that on average the respondents go to sushi restaurant only 1.35 times a month. With the average spending of around \$140 each visit, the total spending for going to sushi restaurant is only around \$200 per month. This, when compared

with other types of restaurants like Chinese restaurants or fast-food restaurants, is still relatively low. Efforts can be made to expand the market. Suggestions will be discussed in the implication section.

The Second Questionnaire

The following part presents the findings from the long questionnaire. The data of this questionnaire is attached in Appendix 4.

Comparison of Different Attributes

The first part of the questionnaire asks the respondents to rate the importance of different criteria towards choosing a place for having meal. The results of the questions are listed in the following table.

Rank	Attributes	Mean score
1	Time available	2.00
2	Quality of the food	2.26
3	Taste of the food	2.30
4	Variety of the food	2.90
5	Price of the food	2.92
6	Healthiness of the food	3.08
7	Familiarity with the restaurant	3.25

The smaller the value of the mean score, the more important the attribute is for choosing which restaurant or place to go for meal. From the figure, we can see that, the time available is the most important attribute for the respondents when choosing where to go. This may be due to the fact that, as most of the respondents are working people, most of them have limited time for lunch. Thus with the time constraint, they would want to find a place where they do not have to spend too much time for meal. The second most important criterion is the quality of the food, which is then followed by taste and variety. One special phenomenon we can see is that price is not as important as time, quality, taste and variety.

This may be explained by the reason that Hong Kong people are willing to pay as long as the food is good and taste good.

Comparison among Different Restaurants

Chinese restaurants, steak houses and sushi restaurants are chosen as the target for comparison in this part. Respondents are ask to give a rating for these restaurants based on the above mentioned criteria. The result of the rating is presented as follows.

Attributes	Type of restaurant		
	Chinese restaurants	Steak houses	Sushi restaurants
Eating there does not take much time	3.43	3.31	2.84
The healthiness of the food	3.00	3.09	2.79
The taste of the food	2.14	2.43	2.46
The variety of food available	1.86	3.15	3.06
The quality of the food	2.41	2.52	2.72
The familiarity with the restaurant	2.25	2.79	2.92

A score of three represents neutral towards the question, and a score of one means that the respondents agree strongly with the sentence, and five is the contrary.

From this table, sushi restaurants top in two categories, namely time and healthiness, while Chinese restaurants are the first in terms of taste, variety, quality and familiarity. According to the respondents, eating in a sushi restaurants does not take much time, while eating in a Chinese restaurant or a steak house would require quite a lot of time, as indicated by a score above three. For the second most important attribute, quality, Chinese restaurants are the best, although the scores are quite close. This is also true for taste, the third most important attribute. The reason for this may be explained by the higher score for familiarity with the restaurants. Since there are many Chinese restaurants in Hong Kong and local people

usually know quite well where to find a good Chinese restaurant, they can ensure that the restaurant they go will provide food with good quality and taste, otherwise they just would not go there. On the other hand, for sushi restaurants, as the number of restaurants is still small at present when compared with Chinese restaurants, consumers may not know where to find a sushi restaurant with good quality. For the variety of food, it seems that most consumers feel that steak house and sushi restaurants do not provide enough variety of food. This is true as most steak house provides quite a limited menu, and most of the food will be steak. This is also the similar case for sushi restaurants in which one can eat sushi only, and nothing else. One thing worth mentioning is that most consumers think that the food in steak house and Chinese restaurants is not healthy, which is shown by a score higher than 3. It seems that sushi is better in terms of healthiness, although this attribute is still not very important in the mind of the consumers.

Overall Liking of Different Restaurants

The respondents are also ask whether they like to eat in the respective restaurants. The table shows the result.

	Mean score		
	Chinese restaurants	Steak houses	Sushi restaurants
Overall liking	2.11	2.44	2.51

Chinese restaurants are still most welcome by most people, and sushi restaurants are the last among the three. This shows that efforts still need to made to increase the popularity of sushi restaurants.

If we use this overall liking as the dependent variable and use the above rating of different restaurants as the independent variable and do a regression analysis, we can find out a consistent pattern. The result of the analysis shows that for all three types of restaurants, the taste of the food and familiarity with the restaurants are the factors that significantly affect the overall liking of a particular type of restaurants. This is inconsistent with the findings in the first part in which time and quality are the two most important factors. This explains why Chinese restaurants are the most welcome restaurants as they score the best in these two items, even though sushi restaurants is the best in terms of time saving, the most important attribute. It seems that the findings in the second part is more reliable than merely asking the respondents to rate the importance of different criteria as in the first part.

Average Spending in Different Restaurants

The average spending in different restaurants is listed below.

	Chinese restaurants	Steak houses	Sushi restaurants
Average spending	\$112.00	\$116.26	\$141.67

It seems that consumers are spending more when going to sushi restaurants. This figure is consistent with the figure obtained from the short questionnaire. This may also be one of the reasons why consumers prefer Chinese restaurants to the others as they can spend less in these restaurants while getting good quality food.

Description of Sushi using Different Sentences

In this part of the questionnaire, a number of sentences are introduced to the respondents and the respondents need to decide whether such sentences can describe well sushi in their mind. The questions are divided into two sides, one favorable and the other unfavorable. This is to check what the reasons are for consumers to like or dislike sushi. The result of the answers are presented in the following table.

Sentences	Number of respondents	
	Yes	No
Sushi is good to health	44	52
Sushi is delicious	79	18
Sushi is easy to eat	91	6
Eating sushi does not require cooking	61	36
Eating sushi can eat wasabi at the same time	74	20
Sushi is different from the food we eat every day	74	20
Sushi is raw fish	75	22
Sushi is troublesome to eat	43	54
Sushi may not be clean	10	87
Sushi is expensive	83	14
Sushi is difficult to digest	14	83
The fish of sushi is not fresh	35	59
Sushi restaurant is crowded	70	27
One has to wait for favorite sushi to come at the sushi restaurant	56	40

In this table, we can compare the number of respondents who agree with the sentences with the number of respondents who disagree with the sentences. We pick several important ones for discussion.

The first thing is that a majority of people agree that sushi is delicious. This ensures a certain potential for development of sushi as consumers already like the taste of sushi. At the same time, consumers think that sushi is very easy to eat, as the almost one-sided response

towards the sentence “sushi is easy to eat” shows clearly. This may be because sushi itself is very simple, a piece of sashimi on top of a pad of rice, not complicated, but delicious enough.

A strange phenomenon is that more than half of the respondents do not agree that sushi is good to health. This is the contrary to the answer in the second part in which sushi restaurants score the best in terms of food healthiness. Such a discrepancy may be due to the belief that although sushi is not very good to health, it is already better than eating Chinese food or steak.

75 out of the 97 respondents agree that sushi is raw fish, but if we look at the sentence “sushi may not be clean”, 87 out of the 97 respondents do not agree with this. This shows that, although sushi means fish without cooking, most consumers feel safe when eating sushi which would not bring any harm to the body.

Another major finding is that most of the respondents, 83 out of 97, agree that sushi is expensive. This is very worrying especially when the economy is not good. Consumers may resort to eating less just because sushi is expensive when compared with other types of food. We can also see that most consumers are quite dissatisfied with the sushi restaurants in that the restaurants are too crowded. This may be because sushi restaurants want to shorten the length of time of stay of the customers in the restaurants so that they can increase the turnover. However, such a method may result in poor customer satisfaction and may work against the future development of sushi business.

Overall Liking of Sushi

Respondents are also ask to rating the overall liking of eating sushi, and the mean score is found to be 2.24, which shows that overall speaking, the consumers quite like eating sushi. If we use this question as the dependent variable and the sentences above as the independent variables and perform a regression analysis, we can find that two factors significantly affect the overall liking of sushi. These two factors are “sushi is delicious” and “eating sushi does not require cooking”. Among all these factors, delicious is also the factor that affect most the liking of sushi, as shown by the high coefficient. This gives us the information that, if we can do something to further improve the taste of sushi, the consumers will like sushi more.

If we use this overall liking of sushi to perform a correlation analysis with the different attributes towards choosing a restaurant, it is found that only familiarity with the restaurant has a significant correlation with the overall liking. The following table shows the results from the analysis.

Factor	Factors	Correlation P-value	Signifi- cance	Remarks
Overall liking of sushi	Time available	0.45		
	Price of food	0.57		
	Healthiness of food	0.68		
	Taste of food	0.14		
	Variety of food	0.83		
	Quality of food	0.22		
	Familiarity with the restaurant	0.02	yes	-ve correlation

The negative correlation is quite strange as compared with the analysis given above, the liking of a sushi restaurant depends on the familiarity with the sushi restaurant, and the relationship is a positive one. Such an inconsistency may be explained by the fact that, sushi is

the food for young people, who are more willing to accept challenge. If the sushi restaurant is not familiar, they may find it more challenging and will like sushi more. However, this is only a possible reason and further analysis needs to be made.

Appealing Changes for Sushi Restaurants

Several changes are introduced to the respondents are they are asked to rate if these changes are appealing or not. The following table shows the result.

Rank	Changes	Mean score
1	Hot food like Japanese noodles is available	1.979
2	The restaurants are decorated in Japanese way	2.155
3	A dish of sushi contains different or assorted sushi	2.206
4	The chef makes the sushi in front of you	2.227
5	Waiters dress in Japanese way	2.381
6	The sushi is handmade	2.412
7	Japanese music is played in the restaurant	2.701
8	Sushi buffet with time limit	2.773
9	Other food like Western or Chinese food is available	3.515

We can see that the respondents like the idea of having some hot food in the sushi restaurants. This may be due to the fact that Chinese people are accustomed to eating hot food for meal. Eating in a sushi restaurant will mean eating sushi only, which is cold, and no other hot food is available except miso soup. This is true for most of the sushi restaurants, especially for the two big chains, Genryoku and Genki sushi. On the contrary, the respondents seem to hate the idea of introducing Western or Chinese food into sushi restaurants. This may be because they think that would destroy the feeling of Japanese food and Western or Chinese food does not go together at all. Items 2, 5 and 7 show that the consumers want to feel more “Japanese” when eating in a sushi restaurants, and they think that introducing some Japanese

decoration, Japanese clothing and Japanese music is also appealing. This again shows that the consumers demand a Japanese feeling by eating sushi, which must not be destroyed by other food like Western or Chinese food.

Other changes concerning the sushi itself are also found to be quite appealing. The consumers will support the idea of having assorted sushi on a single dish, with the chef making the sushi with hands in front of them. However, changing the mode of operation into buffet does not seem to be as appealing as other changes. This may be due to the fact that the consumers might think that sushi restaurants are not good places for staying a long time, as demonstrated by the dissatisfaction towards the crowded environment.

Ideal Situation for Eating Sushi

In this part of the questionnaire, respondents are asked to rank which situation is the best for eating sushi. The questions are divided into three parts. The first part is in what occasion, the second part is with whom and the third part is where.

In what occasion

Occasions	Number of respondents		
	1st	2nd	3rd
Normal meals	30	28	21
Festivals	10	26	25
Special events	30	17	34
Afternoon or night snacks	35	31	13

With whom

People	Number of respondents		
	1st	2nd	3rd
Family members	11	20	27
Friends	53	29	11
Colleagues	16	21	33
With no one else	9	6	15
Boy/girlfriend	45	24	8

Where

Location	Number of respondents		
	1st	2nd	3rd
Sushi restaurants	71	18	5
Home	13	21	47
Office	2	9	32
Japanese traditional restaurants	11	44	23

The columns show the number of respondents choosing that particular option as the first, second or third. By looking at the first table, we can see that the ideal occasion for eating sushi is eating it as afternoon or night snacks. The reason behind this may be because sushi is not as filling as Chinese restaurants. One may have to eat quite a lot of dishes before feeling enough. But eating a lot would mean spending a lot. So they would prefer to eat it during tea time or night time when they do not have to eat a lot but still can enjoy the taste of sushi. Normal meals and special events also get quite a lot of first rank. We can see that sushi is still suitable for many occasions, either as normal meals or as something different for a change.

In terms of people, it is obvious that sushi is a good place for meeting friends, be they ordinary friends or boy/girlfriend. This may be because of the young image of sushi which makes sushi restaurant not a good place for meeting family members or colleagues.

For location, sushi restaurants lead far ahead of the other options. It seems that the consumers still need to go to sushi restaurants if they want to eat sushi even though they are crowded. At the same time, we can see that the market for take-away sushi is not big as not many consumers like the idea of eating sushi at home or in the office.

Psychographics

Psychographics are included in this questionnaire to see which kinds of people like to eat more compared with others. Regression analysis was performed to check whether certain psychographics will affect the degree of liking of sushi. The overall liking of sushi is used as dependent variable and the psychographics are used as independent variables. However, none of the psychographics seems to give any significant effect on the degree of liking of sushi. Correlation was then done to see if there is any correlation between the overall liking and psychographics. It is found that the question "I prefer a quiet evening at home over a party" shows a significant negative correlation with the overall liking of sushi. It seems that those who like sushi are not the homebody. They will be a group of people who like to meet friends and hang around outside instead of staying at home.

CHAPTER VII

MARKETING IMPLICATION OF THE FINDINGS

From the findings we can see that sushi is now quite accepted by the Hong Kong people. But the major problem is that Hong Kong people do not seem to eat sushi or go to sushi restaurants very frequently. They take sushi as something extraordinary and as something not necessary to be consumed very often. Potential exists for sushi to expand both in terms of penetration and usage frequency.

Possible Market Segments for Expansion

As found by the short questionnaire, the market segment that consumes the most sushi is the male group, aged between 20 and 40. This means that the image of sushi, that is young and energetic, yet elegant, matches quite well with the target consumers. However, it seems that there are some segments which can also be served by sushi. The first group is the teenagers, which do not consumer a lot of sushi now when compared with other age groups. The major reason is the high price of sushi. Another group that has the potential for growth is the young female group. They now consumer relatively less and go less to sushi restaurants than the male group. Marketing efforts can be made to target at these two groups of consumers.

Pricing

The first thing that consumers complain about sushi is the too high price. Such a high price, although may be due to the fact that the cost is high, keep consumers from going too frequently to sushi restaurants. Such a high price also keeps the teenagers away from eating more sushi. The suggestion for the marketers is to lower the price of the sushi. They can also do it in another way like by putting more pieces of sushi on a single dish so that the average price per piece is lower. They can certainly attract more customers to the sushi restaurants and the frequency of visit.

Place

According to the research, one of the reasons for consumers not going to sushi restaurants is that they are not familiar with the restaurants. This may be explained by the fact that, compared with other types of restaurants, the number of sushi restaurants available is still not many. The consumers may also not want to try new restaurants because of the lack of knowledge about the quality of the sushi, which may vary to a great extent for different sushi restaurants.

The present locations of the sushi restaurants show that very few of the sushi restaurants exist close to residential district. Rather they are located close to business area or in big shopping malls. Suggestion here is that sushi restaurants can try to open outlets at residential area so that consumers can reach these outlets more easily and let them be familiar with these restaurants. Franchising is possible for rapid expansion into different districts.

When they get familiar with these restaurants, they will like more the idea of having meals in these restaurants.

Another change that can be introduced to sushi restaurants to increase the Japanese feeling of these restaurants. According to the research, consumers feel like seeing sushi restaurants decorated in Japanese way. The suggestion here is that, as renovation for all restaurants may require a lot of money, sushi restaurants can experiment with a single outlet and redecorate it in Japanese way, to see if the effect is very obvious. If they consumers like the new decoration, then the marketer can carry out this idea to other outlets. Besides changing the decoration, marketers can also increase the Japanese feeling by playing Japanese music in the restaurants. Japanese pop music is recommended as the target consumers of sushi are the younger age groups.

Also, as consumers feel that the sushi restaurants are crowded, outlets with larger area is recommended so that consumers will feel more comfortable when eating in these restaurants. This may increase their willingness to go more frequently to these restaurants.

Product

In terms of the product itself, according to the findings, keeping the taste of the sushi delicious is the most important thing for a marketer. This is because the degree of liking of sushi depends on whether sushi is delicious or not. The taste of sushi depends on the type of fish and the freshness of the fish very much. It is therefore necessary for the marketers to make sure the source of the fish is good.

Another change that can be introduced to sushi restaurants is to increase the variety of food. At present, the consumers feel that eating in a sushi restaurant does not provide enough variety. According to the respondents, the consumers would support the idea of having hot food in sushi restaurants. Suggestion here is that hot Japanese food can be made available in sushi restaurants. This may be Japanese noodles, Japanese barbecue meat, Japanese tempura and so on. This could give a warmer feel for the consumers as sushi itself is cold, which may not suit certain Chinese people who are accustomed to eating hot food for meal. But one important thing is that these hot food should not take place the emphasis of sushi, and these food could only be served as side dishes, or it may dilute the theme of eating sushi in a sushi restaurant.

Assorted sushi is also one of the possible improvement for sushi restaurants. At present, one can order a dish of sushi with two identical sushi in the same dish. This may reduce the willingness of the consumers to eat more sushi. Even if the consumers want to try more different sushi, they will find that they may already be full before tasting enough variety of sushi. Marketers can try to allow consumers to order different types of sushi on a same dish. Then consumers may be more willing to try more different sushi so as to try the taste on their own.

Promotion

According to the survey, a lot of consumers think that sushi is best for afternoon tea or night snack. Promotion can be made around this idea. Sushi marketers can charge a lower price at tea time and a night time when local people like to have snacks. A lower price at these

time periods can attract consumers to go to sushi restaurants. A lower price is also necessary because consumers may not want to spend too much as this is only snack. Once the consumers get into the habit of eating sushi at these time periods, the market size can be expanded. However, this strategy needs careful handling as price cut during tea time or night time may take away the market from dinner time.

Another promotion can be made with the theme of “handmade sushi” or “chef makes sushi in front of you”. At present, the profit of selling sushi coming from economy of scales and making sushi using machines can save a lot of time and cost. The promotion of “handmade sushi” cannot be applied for all day long, otherwise it would increase the cost of production and reduce the profit for sushi marketers. A promotion can be made, for example at night time, when there is a “handmade sushi” time zone, in which all the sushi provided is handmade within that time period. This can act as an attraction for more consumers to visit sushi restaurants and take a look at how a real Japanese sushi is made with hand, rather than molded by a machine. Of course, well qualified chef is necessary and Japanese sushi chef is preferred to local ones.

Sushi can also be promoted as one of the best health products. It is because fish itself is much healthier than other kinds of meat. It contains less fat and at the same time provides a lot of protein and other minerals. As found in the survey, consumers think that sushi restaurants are better than Chinese restaurants and steak house in terms of healthiness. Therefore by emphasizing the healthiness of sushi, health conscious consumers may shift from eating in Chinese restaurant or steak house to sushi restaurants. This can increase the frequency of visit of the consumers to sushi restaurants. Also, ladies nowadays pay a lot of

attention at keeping the body fit. Promotion message can be designed such that the idea of eating fish can bring enough nutrition and at the same time keep the fat intake low. This may possibly attract more female consumers to go to sushi restaurants.

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APPENDIX 1

SHORT QUESTIONNAIRE

This questionnaire collects information about the penetration of sushi in Hong Kong.

Usage habit

1. Do you like eating sushi? 186 yes no 9 (var0001)
2. What kind of sushi do you like the most? _____ (var0002)
3. How many times on average do you visit a sushi restaurant? 1.35 /month (var0003)
4. How many dishes on sushi do you eat per visit? 8.14 (var0004)
5. What is the usual time of your visit to the sushi restaurant? 53 126 18 lunch / dinner /other (var0005)
6. How long do you stay in a sushi restaurant? 1.82 hour (var0006)
7. How much do you spend per visit? \$147.76 (var0007)
8. How often do you buy sushi from a sushi shop or supermarket? 1.94 /month (var0008)
9. How many pieces do you buy each time? 2.35 (var0009)
10. Under what situation do you usually go to eat sushi?

With whom?	Self / friends / colleagues / others	17/112/46/19	(var0010)
What occasion?	Special events / normal meals / others	58/127/6	(var0011)

Demographics

1. Sex (var0012)

M	80	
F	113	
2. Age (var0013)

15-19	22	35-39	17	
20-24	54	40-44	7	
25-29	55	45 or above	6	
30-34	35			
3. Occupation (var0014)

Student	45	Self-employed	16	
Blue collar	22	Unemployed	9	
White collar	83	Others	21	
4. Income (var0015)

\$9999 or below	76	
\$10000-\$14999	68	
\$15000 or above	52	
5. Education level (var0016)

Primary	2	
Secondary	121	
Tertiary	73	
6. Living district (var0017)

Central & Western	12	Kowloon City	13	Yuen Long	4
Wan Chai	8	Wong Tai Sin	16	North	4
Eastern	8	Kwun Tong	25	Taipo	13
Southern	11	Kwai Tsing	15	Shatin	13
Yau Tsim Mong	17	Tsuen Wan	10	Sai Kung	4
Sham Shui Po	15	Tuen Mun	7	Island	2
7. Marital status (var0018)

Single	150	
Married	46	

APPENDIX 2

DATA SHEET OF QUESTIONNAIRE 1

RES. NO.	var1	var2	var3	var4	var5	var6	var7	var8	var9	var10	var11	var12	var13	var14	var15	var16	var17	var18
1	1	1	0.17	3	2	1	60	4	10	4	1	2	4	6	1	2	6	2
2	1	2	4	10	1	2	120	1	5	2	2	1	3	3	3	3	5	1
3	1	3	0.17	5	2	1	100	2	12	4	1	2	5	6	1	2	11	2
4	1	1	0.33	6	2	2	120	1	6	3	1	2	2	2	1	2	9	1
5	1	4	4	5	1	1	70	2	8	2	2	2	2	3	2	2	1	1
6	1	4	1	12	2	2	180	0	10	2	2	1	3	3	3	3	7	1
7	1	4	0.33	5	2	2	100	1	10	2	1	2	2	2	1	2	9	1
8	1	5	0.17	5	2	2	130	2	12	3	1	2	7	6	1	2	5	2
9	1	6	1	5	1	1	90	2	9	2	2	2	3	3	3	3	15	1
10	1	7	1	14	2	2	250	1	15	2	2	1	1	1	1	2	6	1
11	1	8	1	8	3	3	150	2	10	99	99	2	2	5	1	2	10	1
12	1	9	2	10	1	2	120	99	99	3	2	1	4	3	3	3	12	1
13	1	10	2	10	3	2	150	3	10	2	2	1	1	1	1	2	4	1
14	1	4	2	7	1	2	120	1	10	2	2	2	2	1	1	3	5	1
15	1	4	3	5	3	1	100	0	99	4	2	2	2	1	1	3	15	1
16	1	11	2	8	2	2	150	1	8	2	2	2	3	3	2	2	1	1
17	1	12	2	12	2	2	200	1	10	3	2	1	3	3	3	3	8	1
18	1	7	2	5	1	1	80	2	6	2	2	2	2	2	1	2	3	1
19	1	6	1	15	2	3	300	4	15	2	2	2	2	1	1	3	7	1
20	1	13	0.25	5	1	1	80	3	10	2	1	2	3	2	2	2	4	1
21	1	10	2	10	2	2	200	99	99	4	2	1	2	3	3	2	2	2
22	1	13	1	14	2	2	250	1	10	2	2	1	2	3	2	2	16	1
23	1	14	0.5	7	99	1	100	99	99	1	2	1	4	3	2	2	8	1
24	1	4	0.5	10	2	2	170	1	8	3	2	2	3	3	2	2	9	1
25	1	14	3	12	2	3	500	99	99	99	99	1	4	4	3	3	7	2
26	2	15	1	15	2	2	200	4	18	2	2	1	3	2	2	2	9	1
27	2	15	0.33	4	2	2	70	0	7	3	1	2	4	3	3	2	12	2
28	1	16	0.33	7	2	2	100	1	10	2	1	2	3	3	3	3	3	2
29	1	8	3	7	2	2	100	99	99	2	2	1	2	3	2	2	5	1
30	1	17	4	7	2	2	90	2	8	2	2	2	2	1	1	3	16	1
31	2	18	0.33	4	2	2	60	99	99	2	1	2	7	6	1	2	9	2
32	1	19	0.33	7	2	2	105	4	10	2	1	2	1	1	1	2	6	1
33	1	1	2	8	2	2	120	2	12	2	2	2	1	1	1	2	7	1
34	1	4	0.5	10	2	2	150	1	15	2	2	1	3	3	2	2	10	1
35	1	1	0.33	10	2	2	150	1	20	3	1	1	3	3	3	3	9	1
36	1	20	4	5	1	1	80	2	10	2	2	2	3	3	3	3	4	1
37	99	19	2	15	1	2	200	4	20	2	2	1	1	1	1	2	11	1
38	1	17	0.17	10	2	2	150	2	20	3	1	1	3	4	3	2	9	1
39	1	21	4	5	1	1	60	4	12	3	2	2	2	2	2	2	8	1
40	1	18	0.08	5	2	2	100	4	2	4	1	2	7	4	3	2	5	2
41	1	6	2	10	1	2	200	1	15	3	2	1	4	3	3	3	12	2
42	1	22	0.08	4	2	2	80	2	10	4	1	2	7	6	1	1	5	2
43	1	15	2	5	1	1	70	4	10	2	2	2	2	3	2	2	10	1
44	1	23	0.17	12	2	3	200	2	12	3	1	1	4	3	3	3	3	1
45	1	12	0.17	8	2	2	160	8	12	3	1	2	3	4	2	2	5	1
46	1	17	2	7	1	1	80	4	15	2	2	1	2	3	2	3	9	1
47	1	10	0.17	12	2	2	250	1	15	3	1	1	2	3	3	3	2	1
48	1	14	2	10	3	3	200	4	10	2	2	2	3	2	2	2	9	1
49	1	17	0.08	6	2	2	150	1	10	4	1	2	7	6	1	2	15	2
50	1		0.33	5	2	2	100	1	8	2	1	1	3	6	2	2	8	1
51	1	4	1	10	3	2	150	2	15	2	2	1	3	3	3	2	5	1
52	1	12	4	6	1	1	80	2	12	2	2	2	3	2	3	3	4	1
53	1	12	4	10	1	2	135	2	10	2	2	2	2	1	2	3	15	1
54	1	2	1	10	1	2	120	1	12	2	2	1	2	3	2	3	7	1
55	1	10	2	12	2	2	200	0	10	2	2	1	4	3	3	3	8	1
56	1	12	1	5	2	2	80	2	8	3	2	2	3	3	2	2	7	1
57	1	15	4	10	2	3	150	99	99	3	2	1	4	4	2	2	7	1

APPENDIX 2

RES. NO.	var1	var2	var3	var4	var5	var6	var7	var8	var9	var10	var11	var12	var13	var14	var15	var16	var17	var18
58	1	24	0.25	6	2	2	80	4	12	4	2	2	6	5	1	2	11	2
59	1	14	1	10	1	1	150	0	10	1	2	1	4	3	2	2	16	1
60	1	1	2	8	2	2	150	1	10	3	2	2	2	3	3	3	9	1
61	1	12	0.17	3	1	1	40	1	5	2	1	2	2	1	1	3	16	1
62	1	10	2	10	2	2	150	0	99	2	2	1	3	3	3	3	1	1
63	1	17	1	5	1	1	70	2	10	3	2	2	3	3	2	2	10	1
64	1	12	4	9	2	2	120	1	12	3	2	1	2	3	2	2	14	1
65	1	7	2	6	1	1	80	3	8	2	2	1	1	1	1	2	15	1
66	1	25	2	10	2	2	200	1	10	2	2	1	3	3	2	2	9	1
67	1	16	1	7	1	1	80	2	8	2	2	1	3	3	2	2	9	1
68	1	26	1	5	2	1	100	3	10	4	2	2	5	5	1	2	5	2
69	1	5	1	12	2	2	150	0	99	3	2	1	5	4	3	2	2	2
70	1	6	2	5	1	1	80	4	10	2	2	2	2	3	2	2	9	1
71	1	11	2	15	2	3	500	99	99	2	99	1	5	4	3	3	1	1
72	1	6	4	10	1	1	100	1	10	2	2	1	1	1	1	2	11	1
73	1	5	0.5	6	1	1	70	1	10	2	2	2	3	3	2	3	10	1
74	1	4	0.33	7	2	99	100	1	8	2	2	2	2	1	1	3	6	1
75	1	4	1	7	2	2	100	1	5	3	2	2	3	3	3	3	4	2
76	1	16	0.5	6	1	1	90	4	10	2	1	2	4	2	2	2	12	2
77	1	21	2	6	99	2	120	3	7	2	2	2	3	2	2	2	15	1
78	1	14	0.33	10	2	1	150	99	99	1	2	1	5	5	1	2	13	1
79	1	4	0.5	6	1	2	100	2	5	2	2	2	1	1	1	2	9	1
80	1	4	0.33	5	2	2	100	2	5	3	2	1	3	3	3	3	7	1
81	1	21	1	8	2	2	150	2	8	2	2	2	2	5	1	2	1	1
82	1	7	2	6	1	1	100	4	10	2	2	2	3	2	2	2	9	1
83	1	27	2	5	1	1	80	10	6	2	2	2	3	3	2	2	1	1
84	1	5	0.25	5	2	1	100	99	99	2	1	1	5	2	2	2	17	1
85	1	19	0.17	8	2	2	120	2	10	3	1	2	4	3	2	2	10	2
86	1	12	1	6	1	2	80	1	6	2	2	2	1	1	1	2	11	1
87	1	4	3	10	2	2	150	99	99	2	2	1	4	3	3	3	9	2
88	1	4	1	5	2	1	50	1	10	4	2	1	1	1	1	2	8	1
89	1	4	3	10	3	2	200	99	99	2	2	1	3	3	3	2	3	1
90	1	8	0.5	6	2	2	100	1	8	2	1	2	2	1	1	3	4	1
91	1	20	0.08	5	2	1	70	4	20	4	1	2	6	6	1	2	6	1
92	1	4	0.5	7	2	2	100	1	6	2	3	2	2	1	1	3	16	1
93	1	14	1	7	1	1	90	1	10	2	2	2	2	3	2	2	8	1
94	1	4	0.5	9	2	2	100	1	6	2	3	2	2	1	1	3	8	1
95	1	27	2	8	2	2	120	4	10	2	2	2	3	2	2	2	5	1
96	1	24	2	5	2	1	100	3	10	4	2	2	4	6	1	2	6	2
97	1	12	0.5	8	2	2	150	1	8	2	2	99	4	2	2	2	7	2
98	1	25	0.5	14	2	1	200	4	10	1	2	1	1	1	1	2	6	1
99	1	26	2.5	8	2	3	100	3	5	2	1	2	2	1	1	3	16	1
100	1	11	1	5	2	2	100	2	8	2	2	2	4	6	1	2	10	2
101	1	16	0.17	4	2	2	80	99	99	3	1	2	4	2	2	2	15	2
102	1	28	1	7	1	2	150	4	7	2	2	2	2	1	1	3	8	1
103	1	6	1	8	2	1	100	1	10	3	2	2	4	3	3	2	3	1
104	1	4	1	5	2	3	100	0	99	2	2	2	2	1	1	3	6	1
105	1	26	0.17	10	2	2	200	1	15	3	1	1	4	3	3	2	9	1
106	1	7	2	8	2	2	150	1	15	2	2	2	2	3	3	3	16	1
107	1	2	2	10	1	1	150	99	99	3	2	1	4	3	3	3	1	1
108	1	4	1	8	2	2	150	1	12	2	2	1	2	3	2	2	9	1
109	1	28	2	8	2	2	120	4	12	3	2	2	2	3	2	2	6	1
110	1	4	1	5	2	2	80	4	10	2	2	2	1	1	1	2	9	1
111	1	4	2	10	3	3	200	99	99	2	2	1	4	4	3	3	4	1
112	1	8	0.17	5	3	2	100	2	10	3	1	2	4	3	3	2	6	1
113	1	17	1	5	1	2	80	3	10	2	2	2	1	1	1	2	2	1
114	1	6	1	8	1	2	150	99	99	2	2	1	2	1	1	3	4	1

APPENDIX 2

RES. NO.	var1	var2	var3	var4	var5	var6	var7	var8	var9	var10	var11	var12	var13	var14	var15	var16	var17	var18
115	1	4	1	3	1	1	50	1	4	1	2	2	2	2	1	2	4	1
116	1	19	0.33	8	2	2	120	1	5	2	1	2	2	3	2	2	14	1
117	1	6	0.25	10	2	2	200	2	9	3	1	2	2	2	2	3	12	1
118	1	10	2	7	2	3	135	1	30	2	2	2	4	3	3	3	16	2
119	1	15	0.5	6	2	2	150	99	99	1	2	1	6	4	3	2	11	1
120	1	26	1	15	2	2	250	99	99	3	2	1	5	4	3	3	4	2
121	1	4	0.5	8	2	2	140	1	6	2	1	2	2	1	1	3	13	1
122	2	22	0.17	4	2	2	80	99	99	2	1	2	3	3	2	2	1	1
123	1	27	0.17	8	2	2	120	2	6	2	1	2	2	1	1	3	6	1
124	1	4	1	10	2	3	120	1	6	2	2	1	1	1	1	2	9	1
125	1	22	2	5	1	1	50	1	6	3	2	2	3	3	2	2	11	1
126	1	21	1	15	2	2	300	99	99	2	2	1	5	4	3	3	1	1
127	1	8	0.33	7	2	2	100	0	6	2	1	2	3	1	2	3	8	1
128	2	4	0.17	5	2	3	100	99	99	2	1	2	6	6	1	2	5	2
129	1	5	0.17	5	2	1	80	3	20	4	1	2	5	6	1	2	3	2
130	1	12	1	10	2	1	150	99	99	1	2	1	4	3	3	2	15	1
131	1	4	1	5	2	2	90	1	6	2	2	2	2	1	1	3	14	1
132	1	2	1	10	2	2	150	99	99	3	2	1	1	1	1	2	9	1
133	1	26	0.17	10	2	2	200	99	99	3	1	1	3	3	2	2	8	1
134	1	4	2	10	2	2	200	1	5	2	2	1	3	3	2	2	8	1
135	1	19	2	10	2	2	200	99	99	3	2	1	5	4	3	2	14	1
136	1	12	2	5	1	1	50	2	5	3	2	2	2	3	2	2	7	1
137	1	10	1	5	1	2	50	5	10	2	2	1	1	1	1	2	15	1
138	1	16	0.25	10	2	3	200	1	5	2	1	2	4	3	2	2	8	1
139	1	6	0.5	5	1	1	80	2	10	1	2	2	4	5	1	2	9	1
140	1	4	1	10	1	1	100	2	5	2	2	2	2	1	1	3	5	1
141	1	20	0.17	5	1	1	100	4	10	3	1	2	6	6	1	2	9	2
142	1	14	2	10	2	2	200	99	99	2	2	1	3	3	3	3	2	1
143	1	29	0.5	15	2	3	200	9	99	2	1	1	4	4	3	3	1	2
144	1	1	1	7	2	2	120	3	10	2	1	2	3	3	2	2	18	2
145	1	15	1	10	2	1	500	99	99	2	2	1	4	3	3	3	17	2
146	1	4	1	5	1	1	80	4	6	2	2	2	1	1	1	2	16	1
147	1	12	3	10	2	2	170	1	10	2	2	2	3	2	2	2	5	1
148	1	10	0.17	4	2	1	80	4	20	4	1	2	6	6	1	1	8	2
149	1	14	2	7	2	2	110	1	12	2	2	2	3	3	2	2	11	1
150	1	19	0.5	14	2	2	250	99	99	2	3	1	5	3	3	3	15	2
151	1	17	2	15	2	2	300	99	99	2	1	1	5	3	3	3	17	2
152	1	22	0.25	7	1	2	150	0	8	2	2	1	2	1	1	2	6	1
153	2	4	0.5	5	1	1	70	99	99	2	2	2	1	1	1	2	5	1
154	1	2	3	8	2	2	200	99	99	2	2	1	5	4	3	3	3	1
155	1	4	4	5	1	1	80	2	10	2	2	1	2	3	2	2	5	1
156	1	27	0.33	5	2	2	100	2	10	3	1	2	2	3	2	2	3	1
157	1	19	2	5	1	1	60	1	7	1	2	2	2	2	2	2	13	1
158	1	1	0.08	10	2	2	250	0	10	2	1	2	3	3	2	2	6	1
159	1	4	2	12	3	2	150	0	9	2	2	1	2	1	1	3	16	1
160	2	7	0.17	5	2	2	100	99	99	3	1	2	3	3	2	3	16	1
161	1	4	2	10	2	1	200	0	10	1	3	1	3	4	1	2	18	1
162	1	17	0.17	12	3	2	150	1	10	2	99	1	2	1	1	3	16	1
163	1	12	5	12	3	2	300	0	5	3	1	1	4	2	3	3	4	2
164	1	14	2	8	3	1	200	4	8	1	2	2	3	3	2	3	1	1
165	1	4	1	10	2	2	140	1	15	2	2	2	2	5	1	2	8	1
166	1	1	0.17	6	3	2	100	0	20	4	1	99	3	3	1	2	12	1
167	1	7	0.5	7	1	2	200	1	15	3	1	2	4	6	2	2	7	2
168	1	8	5	15	2	3	300	0	10	2	2	1	5	2	2	2	15	2
169	2	4	0.17	4	3	1	100	0	5	4	3	1	7	5	1	2	17	2
170	1	24	0.17	6	2	2	150	4	10	1	2	2	1	1	1	2	10	1
171	1	8	0.5	12	2	2	200	1	15	2	2	2	5	6	1	2	8	2

APPENDIX 2

RES. NO.	var1	var2	var3	var4	var5	var6	var7	var8	var9	var10	var11	var12	var13	var14	var15	var16	var17	var18
172	1	7	4	10	2	2	300	2	10	1	3	1	3	3	2	3	13	1
173	1	19	0.17	11	2	2	200	3	20	3	1	1	6	3	3	2	5	2
174	1	1	1	7	2	2	100	4	15	3	2	2	2	4	1	2	11	1
175	1	4	3	6	2	2	200	5	12	2	2	2	3	3	2	3	11	1
176	1	4	0.17	10	2	2	150	0	10	3	99	99	3	3	2	3	2	1
177	1	4	0.17	11	2	2	250	0	12	2	2	1	1	1	1	2	7	1
178	1	1	1	6	1	2	130	2	7	1	2	2	2	5	1	3	16	1
179	1	4	0.5	10	2	2	300	0	10	3	1	1	3	3	2	3	10	1
180	1	7	4	10	1	2	300	0	10	1	2	2	4	2	3	3	1	2
181	1	19	1	11	2	1	200	99	99	2	2	1	2	3	1	2	2	1
182	1	4	3	8	2	2	200	1	10	1	2	2	3	3	2	3	12	1
183	1	14	2	15	2	3	300	1	15	2	2	1	4	6	2	2	6	2
184	2	4	3	5	3	1	100	99	99	2	1	2	5	6	1	2	7	2
185	1	1	2	10	2	2	300	99	99	2	1	1	3	3	3	3	10	1
186	1	12	1	9	1	2	200	2	10	1	2	2	4	3	2	3	10	2
187	1	14	2	12	2	3	300	99	99	3	1	1	4	6	1	2	9	1
188	1	4	1	10	2	2	200	2	10	4	2	2	5	3	3	3	10	1
189	1	4	3	6	3	2	200	1	10	4	1	2	3	6	2	3	10	1
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191	1	6	2	10	2	2	200	99	99	3	1	1	3	3	3	3	10	2
192	1	12	4	10	1	2	200	99	99	2	1	2	3	6	2	2	9	1
193	1	17	0.17	10	1	2	140	1	15	2	2	1	1	1	1	2	15	1
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195	1	4	4	5	1	1	100	2	10	2	2	2	4	3	3	2	2	1
196	1	4	0.5	10	2	2	100	1	10	2	2	2	2	1	1	3	5	1

APPENDIX 3

LONG QUESTIONNAIRE

The following part relates to your opinion towards eating in a restaurant or buying take-away.
How important are the following attributes to you when you want to eat in a restaurant or buy take-away?

(1=extremely important, 2=very important, 3=important, 4=slightly important, 5=not important)

1. Time available	1	2	3	4	5	(var0001)
2. Price of the food	1	2	3	4	5	()
3. Healthiness of the food	1	2	3	4	5	()
4. Taste of the food	1	2	3	4	5	()
5. Variety of the food	1	2	3	4	5	()
6. Quality of the food	1	2	3	4	5	()
7. Familiarity with the restaurant	1	2	3	4	5	(var0007)

How would you rate these restaurants in terms of the following?

(1=very good, 2=good, 3=neither good or bad, 4=bad, 5=very bad)

1. Eating there does not take much time.						
Chinese restaurant	1	2	3	4	5	(var0008)
Steak house	1	2	3	4	5	()
Sushi restaurant	1	2	3	4	5	()
2. The healthiness of the food						
Chinese restaurant	1	2	3	4	5	(var0011)
Steak house	1	2	3	4	5	()
Sushi restaurant	1	2	3	4	5	()
3. The taste of the food						
Chinese restaurant	1	2	3	4	5	(var0014)
Steak house	1	2	3	4	5	()
Sushi restaurant	1	2	3	4	5	()
4. The variety of food available						
Chinese restaurant	1	2	3	4	5	(var0017)
Steak house	1	2	3	4	5	()
Sushi restaurant	1	2	3	4	5	()
5. The quality of the food						
Chinese restaurant	1	2	3	4	5	(var0020)
Steak house	1	2	3	4	5	()
Sushi restaurant	1	2	3	4	5	()
6. I am always familiar with the restaurant.						
Chinese restaurant	1	2	3	4	5	(var0023)
Steak house	1	2	3	4	5	()
Sushi restaurant	1	2	3	4	5	()
7. I like eating in this restaurant.						
(1=Strongly agree, 2=Slightly agree, 3=Neither agree nor disagree, 4=Slightly disagree, 5=Strongly disagree)						(var0026)
Chinese restaurant	1	2	3	4	5	()
Steak house	1	2	3	4	5	()
Sushi restaurant	1	2	3	4	5	()
8. What is the average amount you spend eating in these restaurants per visit?						
Chinese restaurant	\$					(var0029)
Steak house	\$					()
Sushi restaurant	\$					()

The following parts relate to sushi.

Do you think sushi or sushi restaurant can be described with the following?

1. Sushi is good to health.	yes	no	(var0032)
2. Sushi is delicious.	yes	no	()
3. Sushi is easy to eat.	yes	no	()
4. Eating sushi does not require cooking.	yes	no	()
5. Eating sushi can eat wasabi at the same time.	yes	no	()
6. Eating sushi can eat sashimi at the same time.	yes	no	()
7. Sushi is different from the food we eat every day	yes	no	()
8. Sushi is raw fish.	yes	no	()
9. Sushi is troublesome to eat.	yes	no	()
10. Sushi may not be clean.	yes	no	()
11. Sushi is expensive.	yes	no	()
12. Sushi is difficult to digest.	yes	no	()
13. The fish of sushi is not fresh.	yes	no	()
14. Sushi restaurant is crowded.	yes	no	()
15. One has to wait for favorite sushi to come at the sushi restaurant.	yes	no	(var0046)

Overall, I like eating sushi. 1 2 3 4 5 (var0047)
(1=like it a lot, 2=quite like it, 3=neither like nor dislike, 4=quite dislike it, 5=dislike it a lot)

To what extent do you think the following changes would appeal to you if introduced to a sushi restaurant?

(1=like it a lot, 2=quite like it, 3=neither like nor dislike, 4=quite dislike it, 5=dislike it a lot)

1. Hot food like Japanese noodles is available	1	2	3	4	5	(var0048)
2. Other food like Western or Chinese food are available	1	2	3	4	5	()
3. A dish of sushi contains different or assorted sushi	1	2	3	4	5	()
4. The sushi is handmade	1	2	3	4	5	()
5. The chef makes the sushi in front of you	1	2	3	4	5	()
6. The restaurants are decorated in Japanese way	1	2	3	4	5	()
7. Japanese music is played in the restaurant	1	2	3	4	5	()
8. Waiters dress in Japanese way	1	2	3	4	5	()
9. Sushi buffet with time limit	1	2	3	4	5	(var0056)

In which situation do you think eating sushi is the best (either in the restaurant or take-away)?

(ranking with 1, 2 and 3 ONLY, with 1=best, 2=the second, 3=the third)

Normal meals	Rank	(var0077)
Festivals (e.g. Christmas)	_____	()
Special events (e.g. birthday party)	_____	()
Afternoon or night snacks	_____	()
Others (please specify)	_____	(var0081)

With whom do you think eating sushi is the best (either in the restaurant or take-away)?

(ranking with 1, 2 and 3 ONLY, with 1=best, 2=the second, 3=the third)

Family members	Rank	(var0082)
Friends	_____	()
Colleagues	_____	()
With no one else	_____	()
Boy/girlfriend	_____	()
Others (please specify)	_____	(var0087)

Where do you usually eat sushi?

(ranking with 1, 2 and 3 ONLY, with 1=most usual, 2=the second, 3=the third)

Sushi restaurant	Rank	(var0088)

Home	_____	()
Office	_____	()
Japanese traditional restaurant	_____	()
Others (please specify)	_____	(var0092)

Psychographics

To what extent do you agree with the following statements?

(1=Strongly agree, 2=Slightly agree, 3=Neither agree nor disagree, 4=Slightly disagree, 5=Strongly disagree)						
1. I shop a lot for discount items.	1	2	3	4	5	(var0066)
2. I watch the advertisement for announcement of sales.	1	2	3	4	5	()
3. When I choose between two outfits, I usually dress for fashion, not comfort.	1	2	3	4	5	()
4. I prefer a quiet evening at home over a party.	1	2	3	4	5	()
5. My children are the most important things in my life.	1	2	3	4	5	()
6. I usually keep my house very neat and clean.	1	2	3	4	5	()
7. I think I have more self-confidence than most people.	1	2	3	4	5	()
8. My friends or neighbor often come to me for advice.	1	2	3	4	5	(var0073)

Demographics

1. Sex	M	F	(var0074)
2. Age	15-19	35-39	(var0075)
	20-24	40-44	
	25-29	45 or above	
	30-34		
3. Income	\$9999 or below		(var0076)
	\$10000-\$14999		
	\$15000-\$19999		
	\$20000 or above		

This is the end of the questionnaire. Thank you once again for your help.

DATA SHEET OF QUESTIONNAIRE 2

RES. NO.	VAR	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	
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2		2	5	4	3	5	4	5	4	3	3	2	3	3	1	2	2	1	3	3	1	1	3	3	3	3	4	3	3	60	70	50	2	2	1	1	1	1	1	1	2	1	1	
3		5	2	3	1	4	1	5	9	9	9	3	2	2	2	1	3	1	2	3	2	1	2	1	2	3	1	1	1	80	150	150	2	1	1	2	1	1	1	1	2	2	1	1
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8		4	3	3	1	2	1	3	4	3	2	2	2	3	1	2	2	1	3	4	2	2	2	3	3	3	2	1	150	100	100	2	1	1	1	1	1	1	2	1	2	2	1	2
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16		1	3	3	1	3	2	1	5	4	4	4	4	3	3	1	1	3	4	3	3	2	2	2	2	3	2	3	1	100	150	100	1	1	1	1	1	1	1	1	2	2	2	2
17		1	3	2	2	1	1	2	3	3	3	3	2	2	2	1	2	1	3	2	2	1	3	2	3	3	2	2	3	400	500	400	1	1	1	2	2	1	1	1	2	1	1	1
18		2	3	4	2	5	3	2	3	2	3	3	2	2	2	1	1	4	4	4	2	2	2	4	5	2	2	2	1	125	75	135	1	1	1	1	1	1	1	1	2	2	1	2
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DATA SHEET OF QUESTIONNAIRE 2

RES. NO.	43	44	45	46	47	48	49	50	51	52	53	54	55	56	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	
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14	1	2	2	1	2	1	4	2	3	2	1	2	1	3	3	4	4	2	2	4	3	2	2	2	2	3	0	0	2	1	0	3	0	1	2	0	2	1	0	3	0	
15	2	1	2	2	4	3	5	2	4	5	2	4	4	5	2	3	3	1	1	1	2	3	2	2	2	3	2	1	0	3	1	1	3	1	0	1	3	3	3	0		
16	2	2	1	1	1	1	3	1	1	1	1	3	3	5	3	5	2	2	3	3	3	3	2	2	1	1	3	0	2	0	3	1	0	0	2	0	1	3	0	2	0	
17	2	2	1	1	3	3	4	2	1	1	2	2	1	2	2	2	4	1	2	1	2	3	2	3	4	0	2	1	0	3	3	2	1	0	0	0	1	2	0	3	0	
18	2	2	1	1	1	2	4	1	1	3	2	1	3	5	3	2	2	4	3	4	4	3	2	2	1	1	2	3	0	0	0	2	3	0	1	0	1	3	0	2	0	
19	2	1	1	1	2	2	5	3	1	1	3	3	3	2	3	4	3	2	3	1	3	2	1	3	3	1	0	3	2	0	0	3	2	0	1	0	1	3	0	2	0	
20	1	1	2	2	4	1	1	1	4	4	4	2	2	4	2	2	2	2	2	1	2	3	1	3	1	3	2	2	1	0	3	1	1	3	1	0	2	3	1	3	0	
21	2	2	2	1	2	1	4	3	3	2	2	3	2	2	2	4	2	4	2	9	3	4	1	2	1	0	2	1	3	0	0	1	2	0	3	0	1	3	0	2	0	
22	2	2	2	1	1	1	4	3	2	2	2	3	3	4	2	4	3	4	5	3	3	4	2	3	9	1	0	3	2	0	0	1	3	0	2	0	1	3	0	2	0	
23	2	1	1	2	2	3	4	2	3	3	2	3	3	2	2	1	4	3	3	3	4	3	2	2	1	3	2	1	0	0	2	1	3	0	0	0	1	3	0	0	2	
24	2	2	1	1	2	3	4	2	3	3	3	3	3	2	4	3	2	4	4	3	3	3	1	2	2	3	2	1	0	0	3	1	0	2	0	1	0	0	3	2	0	
25	2	1	1	1	4	2	3	3	3	3	3	3	3	3	3	3	4	2	1	2	3	2	1	7	3	3	2	1	0	0	1	3	2	0	0	0	1	0	3	2	0	
26	2	1	1	2	2	1	4	1	3	2	1	3	2	2	3	3	2	3	3	2	4	3	1	2	1	1	0	3	2	0	0	0	1	3	0	2	0	2	3	0	1	0
27	2	2	1	1	4	2	2	4	3	3	4	4	4	4	3	3	4	3	3	4	2	2	1	2	1	2	0	3	1	0	1	2	0	0	1	0	1	3	0	2	0	
28	2	2	1	1	5	2	5	5	5	3	2	2	2	5	5	5	5	1	9	1	2	2	2	2	1	3	0	2	1	0	1	2	3	0	0	0	0	2	3	1	0	
29	2	2	1	2	2	2	4	2	2	2	2	2	2	3	4	4	3	3	3	2	3	2	2	2	1	2	0	3	1	0	3	1	2	0	0	1	3	0	2	0		
30	2	2	1	2	2	3	3	2	2	3	2	4	3	4	4	4	4	3	3	2	4	2	2	3	1	3	3	1	1	2	1	1	2	1	0	1	1	3	2	0	0	
31	1	1	1	1	5	1	1	3	3	3	2	2	2	3	3	4	4	3	5	5	2	1	3	1	3	1	3	2	1	0	0	3	1	0	2	0	1	3	0	2	0	
32	2	1	1	2	2	2	4	2	3	3	3	4	4	5	3	4	5	1	3	2	3	2	2	3	4	0	2	3	1	0	0	1	2	0	3	0	1	0	0	2	0	
33	2	2	2	2	2	2	4	3	3	4	3	4	3	1	4	3	5	3	4	4	4	2	2	3	1	1	3	3	2	0	2	1	1	3	1	0	2	1	3	2	0	
34	2	2	1	1	9	1	4	2	2	2	3	3	3	1	2	3	4	3	3	2	2	3	2	3	1	3	2	1	0	0	1	3	0	2	0	1	2	0	3	0		

DATA SHEET OF QUESTIONNAIRE 2

RES. NO.	VAR	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42						
35		2	1	4	3	2	2	3	4	4	2	3	3	3	3	2	1	2	2	1	3	2	1	2	4	2	4	2	4	2	50	9	70	1	1	1	1	1	1	1	1	1	2	2	1				
36		1	2	5	4	5	5	3	3	2	4	4	4	4	2	2	3	1	2	4	1	2	3	3	2	2	1	1	4	60	70	70	2	2	1	1	1	1	9	2	2	2	2	1	1				
37		1	3	2	2	2	1	4	4	3	2	3	4	2	3	5	1	3	3	2	3	5	1	3	4	2	3	5	70	70	70	70	2	2	2	2	2	1	1	1	1	1	1	1	1				
38		1	2	2	3	3	2	1	2	3	3	3	4	2	1	2	2	1	4	2	1	3	2	1	1	1	1	1	3	2	150	150	90	1	1	1	1	9	1	1	1	2	2	1	2				
39		2	4	3	2	3	3	2	3	3	2	3	3	3	2	2	3	1	3	3	2	2	3	3	3	3	3	2	2	50	100	80	2	1	1	1	1	9	9	1	2	2	2	1	2				
40		1	2	1	1	2	1	4	3	4	4	4	4	4	3	2	3	2	4	3	2	3	3	2	4	4	3	2	2	150	200	120	1	1	1	2	1	1	1	1	1	2	2	1	2				
41		2	2	3	1	1	1	2	4	4	4	4	4	4	4	3	5	3	2	4	4	4	4	3	3	3	3	1	3	1	150	200	150	2	2	1	1	1	1	1	2	2	2	1	2				
42		4	4	3	3	3	3	1	4	3	2	4	4	3	1	3	3	3	1	3	4	3	3	2	2	4	3	3	2	3	200	300	200	1	1	1	2	2	1	1	2	2	2	2	1	1			
43		1	1	2	1	2	1	4	5	4	3	5	5	1	1	4	1	1	4	3	2	4	1	3	4	1	2	3	1	50	80	100	1	1	1	1	1	1	2	1	1	2	2	1	2				
44		3	3	3	2	3	2	3	4	3	2	4	3	3	3	2	3	2	3	4	3	3	3	4	4	4	3	2	3	2	125	200	200	1	1	1	1	1	1	1	1	1	2	2	1	1			
45		1	3	3	2	3	1	2	4	3	3	3	3	3	3	4	3	4	5	4	3	3	4	3	3	3	2	3	2	100	150	200	2	1	1	1	1	1	1	1	2	2	2	2	1	1			
46		2	4	5	2	3	2	4	4	2	3	4	3	4	3	2	2	4	2	3	4	2	2	4	2	2	4	1	1	4	50	100	80	1	2	1	2	1	1	1	1	1	2	2	1	2			
47		1	5	5	5	5	2	2	2	3	3	3	3	3	3	3	3	1	2	3	3	3	3	3	3	3	3	2	3	40	60	80	1	1	1	1	1	1	1	1	1	1	2	2	1	2			
48		2	4	3	2	3	2	4	5	4	3	2	3	2	3	1	1	1	1	1	2	2	2	3	2	2	2	2	2	150	250	250	9	1	2	1	1	1	1	1	1	2	2	2	1	2			
49		4	2	2	3	2	3	3	2	3	3	3	3	3	1	2	2	2	2	2	3	3	3	3	3	3	3	1	2	100	150	150	1	1	1	1	1	1	1	1	1	1	2	2	1	2			
50		1	1	3	1	3	1	3	4	3	3	3	3	3	2	2	1	1	2	3	3	3	3	2	2	1	1	2	1	100	150	70	1	1	1	1	1	1	2	1	2	2	2	2	1	2			
51		1	4	4	3	4	4	4	4	3	5	4	2	4	2	4	3	1	4	3	2	4	2	1	3	3	2	4	2	100	120	150	1	1	1	1	1	1	1	1	1	1	2	2	1	2			
52		2	2	3	2	3	2	3	4	2	3	3	3	3	3	3	3	2	2	4	3	3	3	2	3	3	3	3	2	70	50	80	1	1	1	1	1	1	1	1	1	2	2	2	1				
53		2	2	3	1	2	1	3	2	2	2	3	3	3	2	2	2	2	3	3	2	2	2	2	2	4	2	2	2	50	100	70	2	1	1	1	1	1	1	1	1	1	2	2	1	1			
54		1	2	3	2	3	2	4	3	3	3	3	3	3	3	2	2	2	1	2	2	2	2	2	2	2	4	2	3	50	100	80	2	1	1	1	1	1	1	1	1	2	2	1	1				
55		5	5	2	4	4	3	2	5	2	5	4	2	4	5	2	5	2	5	2	5	5	5	3	2	4	5	2	5	200	100	200	2	1	1	1	1	1	1	1	1	2	2	2	1	1			
56		2	5	3	1	2	1	5	4	4	3	2	2	2	1	1	1	2	2	1	1	1	1	5	5	5	5	1	1	200	200	60	1	1	2	1	2	1	2	1	2	2	2	2	1	2			
57		2	2	3	2	2	2	3	4	4	3	4	4	3	2	3	2	1	4	4	2	2	2	2	3	3	3	2	2	150	200	100	2	1	1	1	1	1	1	1	2	2	2	2	1	1			
58		3	4	3	1	1	1	4	3	3	2	2	3	4	1	1	1	1	3	3	1	2	3	1	1	1	1	1	1	400	350	400	1	1	1	1	1	1	1	1	2	2	2	2	2				
59		2	2	1	2	3	2	4	4	5	4	4	4	3	1	1	1	2	4	5	3	3	3	3	3	3	2	1	1	100	200	70	1	1	1	1	1	1	1	1	2	2	2	2	1	1			
60		2	3	3	2	3	2	3	2	3	4	2	2	3	2	3	4	2	3	3	3	2	3	3	3	3	3	2	3	4	50	80	60	1	2	1	2	1	2	2	2	2	2	2	1	1			
61		3	4	3	2	3	2	4	3	3	3	3	3	3	3	2	3	2	3	3	2	3	3	3	3	4	3	2	4	200	100	100	2	1	1	2	1	2	1	2	2	2	2	2	1	2			
62		1	2	4	2	2	2	4	5	1	4	5	1	4	5	2	2	1	4	4	2	2	1	4	4	4	4	2	4	90	90	100	1	1	1	1	1	2	1	1	2	2	2	2	1	1			
63		4	5	5	5	5	3	3	3	4	3	4	3	4	2	2	4	1	4	4	2	2	4	2	2	2	2	1	4	150	100	50	1	2	1	1	1	1	1	1	2	2	2	2	1	1			
64		2	4	4	2	3	2	4	2	3	2	2	2	2	2	3	3	3	4	3	3	3	4	3	3	2	2	3	2	500	120	100	2	1	1	1	1	1	1	1	1	2	2	2	1	1			
65		1	1	3	2	2	3	2	4	5	3	2	2	2	1	4	2	1	3	3	3	3	3	3	1	5	4	1	4	200	200	100	2	1	1	1	1	1	1	1	1	2	2	2	1	1			
66		1	5	5	5	4	5	1	1	2	2	2	2	2	2	2	2	2	2	1	2	2	2	2	3	1	2	3	1	100	200	9	1	1	1	1	1	1	1	1	2	2	2	2	1	1			
67		1	3	4	2	3	3	2	3	3	3	3	3	3	3	3	3	3	2	3	4	2	3	4	2	3	4	2	3	150	200	200	2	2	1	1	1	1	1	1	2	2	2	2	1	1			
68		1	5	5	1	3	1	2	1	3	5	3	1	4	4	3	3	3	1	4	4	1	2	2	1	2	2	1	2	200	250	250	1	1	2	1	1	1	1	1	1	2	2	2	2	1	2	2	1

DATA SHEET OF QUESTIONNAIRE 2

RES. NO.	43	44	45	46	47	48	49	50	51	52	53	54	55	56	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	
35	2	2	1	1	9	1	4	2	1	1	4	3	3	3	1	1	3	1	1	1	2	2	1	2	3	3	2	0	1	0	2	1	3	0	0	0	1	2	3	0	0	
36	2	1	1	1	4	1	1	2	3	2	3	3	3	1	2	2	4	2	3	3	2	2	1	3	1	2	3	4	1	0	4	2	3	5	1	0	1	0	0	2	0	
37	1	9	2	9	5	2	4	3	4	3	3	3	3	2	3	3	3	3	2	3	2	3	1	2	1	0	3	1	2	0	3	2	0	0	1	0	2	0	0	1	0	
38	2	2	1	1	2	1	3	3	1	2	1	2	2	3	2	1	3	1	2	4	4	3	1	3	2	2	0	0	1	3	0	1	3	0	2	0	2	1	3	0	0	
39	2	1	1	1	2	3	4	3	2	1	2	3	2	3	3	3	4	3	3	3	3	3	1	2	1	1	3	0	2	0	3	1	2	0	0	0	1	3	0	2	0	
40	2	9	1	1	2	1	3	1	1	1	2	2	2	2	4	4	4	4	3	4	5	3	2	2	1	2	0	1	3	0	0	1	3	0	2	0	1	0	0	2	3	
41	2	2	2	2	3	3	3	2	3	3	3	3	3	3	2	5	4	5	2	2	1	2	1	2	1	2	3	0	1	0	3	1	0	0	2	0	1	2	0	3	0	
42	2	2	1	1	2	2	4	3	2	3	2	2	3	4	3	2	4	4	2	3	2	2	1	3	2	1	2	3	0	0	0	1	3	0	2	0	1	3	0	2	0	
43	2	1	2	2	1	1	4	1	1	4	4	4	4	1	2	1	1	3	2	1	1	2	2	3	1	1	3	0	2	0	0	2	3	0	1	0	2	3	0	0	1	
44	2	1	2	1	1	2	3	1	2	1	2	3	3	2	2	1	3	3	9	1	3	3	2	3	1	0	0	0	0	1	0	0	0	0	0	1	1	0	0	2	0	
45	2	2	1	1	2	2	2	1	1	1	1	2	1	4	2	3	2	4	3	1	2	4	1	2	1	0	2	1	3	0	2	3	0	0	1	0	1	2	0	3	0	
46	2	2	2	2	3	1	4	3	1	1	2	2	3	4	4	2	5	4	4	5	1	2	2	2	1	2	0	0	1	0	0	1	3	0	2	0	1	2	3	0	0	
47	2	1	1	1	2	2	4	2	2	2	2	3	2	2	2	2	2	3	4	3	2	2	1	2	1	3	2	1	0	0	0	1	2	3	0	0	1	0	3	2	0	
48	2	2	1	2	1	1	4	2	1	1	2	2	2	2	4	3	4	4	3	4	2	2	2	2	4	1	0	3	2	0	0	2	3	0	1	0	2	3	0	1	0	
49	2	2	1	1	1	1	3	1	3	1	1	1	1	2	1	4	2	2	3	2	2	3	2	2	1	1	0	0	2	0	3	1	0	0	2	0	1	3	0	2	0	
50	2	2	1	2	1	1	3	1	3	1	1	1	1	2	1	4	2	2	3	2	2	3	2	2	1	1	0	0	2	0	3	1	0	0	2	0	1	3	0	2	0	
51	2	2	2	2	2	5	3	3	3	2	4	3	4	4	1	2	4	4	3	3	2	2	2	2	2	1	2	0	3	1	0	0	2	3	0	1	0	1	3	0	2	0
52	1	2	2	1	2	1	3	3	3	2	2	2	2	2	3	9	9	9	9	9	9	9	9	9	9	1	2	3	4	0	4	1	2	5	3	0	2	3	4	1	0	
53	2	2	1	2	2	2	3	2	1	1	1	1	1	1	1	3	3	3	1	2	3	3	1	3	1	4	2	1	3	0	3	2	4	5	1	0	0	0	0	0	1	
54	1	1	1	1	3	1	2	2	3	2	3	5	3	3	3	3	3	2	3	1	4	4	1	2	1	0	1	2	3	0	0	2	3	0	1	0	1	3	0	2	0	
55	2	1	1	2	1	4	4	4	3	2	1	4	1	3	5	5	5	1	5	4	5	4	1	2	9	2	1	1	1	3	3	1	2	1	1	0	1	3	3	3	0	
56	2	2	1	1	1	3	4	2	3	3	2	3	2	2	5	3	5	3	3	2	3	3	2	2	1	1	0	2	3	0	3	2	0	0	1	0	1	0	3	2	0	
57	2	2	1	2	2	4	2	1	1	1	1	1	1	1	1	2	2	3	2	9	2	2	2	2	1	1	0	3	2	0	0	1	2	0	3	0	1	3	0	2	0	
58	2	2	2	2	1	2	5	4	1	3	3	5	4	5	4	4	5	3	9	2	2	2	2	2	2	1	2	2	1	0	2	1	1	1	0	3	3	3	2	0		
59	2	2	1	1	2	3	5	2	1	1	1	1	1	3	1	2	5	1	2	2	2	1	1	2	1	0	3	1	2	0	3	1	0	0	2	0	1	3	0	2	0	
60	1	2	1	2	4	2	3	3	3	3	3	3	3	2	2	2	3	2	3	2	3	3	1	3	9	3	2	0	1	0	2	3	0	0	1	0	1	3	0	2	0	
61	2	2	1	2	2	1	5	2	2	2	2	2	2	4	5	4	4	3	4	4	3	2	1	3	9	2	0	3	1	0	2	0	0	3	1	0	0	2	3	1	0	
62	2	1	1	1	2	1	5	1	3	3	3	3	3	1	2	4	4	2	2	1	4	4	2	2	1	2	0	3	1	0	0	2	3	0	1	0	2	3	0	1	0	
63	1	1	1	1	4	4	4	2	2	2	2	3	3	4	2	1	4	2	3	3	3	2	2	2	1	0	3	2	1	0	2	1	3	0	0	0	2	1	0	3	0	
64	2	2	1	1	1	2	4	2	3	2	2	2	1	2	2	3	4	2	2	2	3	3	1	3	1	2	0	3	1	0	0	1	3	0	2	0	1	3	2	0	0	
65	2	2	1	1	1	4	4	2	3	2	2	3	2	2	1	1	5	1	3	3	2	3	1	2	1	2	1	1	2	0	3	1	1	3	1	0	1	3	3	0	0	
66	2	2	2	2	2	3	1	5	1	1	1	1	1	1	1	5	5	1	4	2	2	2	1	5	4	2	1	1	2	0	1	1	1	1	1	0	3	1	3	2	0	
67	2	2	1	1	4	2	4	2	2	3	3	4	2	3	4	3	3	3	4	4	4	3	2	3	4	0	0	0	1	2	0	1	2	0	0	3	1	0	3	2	0	
68	2	2	1	2	2	2	5	2	3	3	2	3	2	4	3	2	3	2	3	3	3	3	1	3	4	2	3	3	1	0	1	1	3	1	0	1	3	3	2	0		

DATA SHEET OF QUESTIONNAIRE 2

RES. NO.	VAR	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	
69		2	3	5	5	5	5	4	4	4	1	2	3	4	5	1	2	3	4	5	3	2	1	3	4	2	5	1000	1500	500	2	1	1	2	2	2	2	1	2	2	1	2	1	1
70		3	4	3	4	2	2	5	3	3	4	5	2	3	2	5	2	2	3	3	2	4	3	3	5	1	3	5	50	70	9	2	2	2	2	2	2	2	1	1	2	1	1	
71		5	2	4	4	4	3	4	5	3	3	2	5	2	2	3	2	3	4	3	3	3	2	2	4	2	4	100	100	80	2	2	2	2	2	1	1	1	1	1	1	1	1	
72		1	1	1	1	1	5	4	5	2	2	4	1	1	5	1	1	1	5	1	1	5	1	5	3	1	5	1	30	100	50	1	1	1	1	1	1	1	1	1	2	2	1	
73		1	2	2	3	3	2	4	3	3	2	3	3	3	2	3	2	2	4	3	3	3	3	3	3	2	3	3	90	100	80	1	1	1	2	1	1	2	1	2	1	1		
74		2	2	2	2	1	3	2	3	2	3	9	2	2	2	2	3	1	3	4	2	3	2	2	3	2	3	3	100	40	50	1	1	1	2	1	1	1	1	2	1	2		
75		1	3	3	2	2	2	4	4	3	2	3	2	1	2	4	1	2	4	1	2	4	1	2	2	1	2	3	100	100	50	1	1	1	1	1	2	2	1	1	2	1	1	
76		2	3	4	3	3	3	3	3	3	3	4	3	3	2	3	2	3	3	3	3	2	3	3	3	3	3	1	60	150	100	1	1	1	1	1	1	1	2	2	2	1	1	
77		2	2	2	2	1	2	3	3	3	2	3	3	3	3	3	3	3	3	3	2	3	3	3	3	3	3	3	200	200	100	2	1	1	1	2	2	2	2	2	2	2	2	
78		1	3	2	2	2	2	3	3	3	3	3	3	3	3	3	3	2	2	3	3	3	3	2	3	3	3	3	70	70	90	1	1	1	2	1	1	1	1	2	2	1	1	
79		1	5	5	5	5	5	4	5	2	4	3	2	1	2	2	2	1	4	3	2	2	2	1	4	1	5	1	100	100	100	2	1	1	1	1	1	2	1	1	2	1	1	1
80		1	5	2	1	1	1	5	4	2	2	4	1	2	3	2	2	2	3	1	3	1	2	5	1	1	5	1	2	100	250	500	1	1	2	2	1	1	2	1	2	2	1	1
81		1	3	2	1	2	1	5	4	3	2	4	4	4	3	3	2	3	3	3	3	2	3	4	2	3	3	3	50	70	80	2	1	1	1	2	2	1	1	2	2	1	1	
82		3	3	3	4	2	5	3	3	3	4	4	4	4	1	2	1	2	2	3	2	4	3	3	3	3	2	2	100	200	100	1	1	1	2	1	1	1	1	2	2	1	1	
83		2	5	5	5	5	5	3	3	4	4	4	4	2	4	1	2	1	4	2	4	2	1	2	2	3	2	2	60	200	160	1	1	1	2	2	2	1	1	2	2	1	1	
84		3	5	3	1	3	2	3	3	4	3	4	4	4	2	2	3	2	3	3	2	4	2	1	2	3	1	2	150	200	130	2	1	1	2	9	1	2	2	2	2	1	2	
85		2	3	3	3	2	2	4	2	3	3	3	3	1	2	3	2	2	3	3	3	3	3	2	3	2	3	3	50	150	80	1	1	1	1	1	1	1	1	1	2	1	2	
86		2	3	3	2	3	2	3	3	2	3	3	3	3	3	4	3	2	4	3	3	3	3	2	3	2	4	2	100	120	70	2	1	2	2	1	2	2	1	2	2	1	2	
87		1	4	5	1	4	1	1	5	4	4	2	2	2	2	2	2	3	3	4	3	2	2	1	2	4	2	1	70	70	100	1	1	1	2	1	1	2	2	2	2	1	1	
88		2	2	2	1	3	2	4	1	2	2	3	3	1	2	3	1	3	2	1	1	2	1	1	1	1	1	1	150	200	100	2	1	1	1	1	1	1	1	2	2	1	1	
89		2	3	4	3	3	2	3	3	3	2	3	3	3	2	3	4	2	4	4	2	3	4	2	4	2	4	4	70	100	100	2	2	1	1	2	1	1	2	1	1	2	1	
90		1	4	4	1	2	2	4	5	4	2	3	2	2	2	2	2	2	3	2	3	2	3	2	3	2	3	2	200	300	200	1	1	1	2	2	2	2	2	2	2	2	2	
91		3	2	1	2	2	4	4	3	3	3	3	3	3	3	3	3	3	3	4	3	2	3	4	3	3	3	80	100	60	1	1	1	1	1	1	1	1	2	2	2	2		
92		1	3	2	3	4	2	2	3	2	2	2	2	2	2	3	3	1	4	3	2	2	3	1	4	5	1	2	100	120	100	2	2	1	1	1	1	2	1	2	1	1	1	
93		2	2	2	3	2	2	3	3	3	3	3	3	3	3	4	2	2	4	3	2	3	3	3	3	3	2	4	9	9	9	2	1	1	2	1	1	2	2	2	2	1	2	
94		1	2	3	3	3	3	2	1	2	3	3	3	3	1	2	2	2	3	2	1	2	3	2	3	2	3	3	9	9	9	2	2	1	1	1	1	1	1	2	2	1	1	
95		2	3	4	4	3	4	3	4	3	3	4	2	2	2	2	2	2	3	3	3	2	2	2	2	2	2	2	80	120	120	1	1	1	2	1	1	2	2	2	2	2	1	
96		2	5	5	5	3	5	2	4	4	2	3	3	4	2	2	2	2	4	3	2	2	2	3	2	2	2	2	100	80	100	2	1	1	1	1	1	1	1	1	2	1	1	
97		1	2	3	2	4	2	3	4	4	3	3	3	3	1	1	1	1	2	2	2	3	1	2	2	1	2	2	50	120	100	2	1	1	1	1	2	1	1	2	1	1	2	1

APPENDIX 4

DATA SHEET OF QUESTIONNAIRE 2

RES. NO.	43	44	45	46	47	48	49	50	51	52	53	54	55	56	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	
69	2	2	1	2	2	2	3	4	2	1	4	2	4	2	1	1	2	4	1	4	5	5	2	3	2	1	5	2	2	3	2	3	1	1	2	2	1	3	2			
70	2	1	1	1	5	2	1	3	3	3	3	3	3	3	3	2	4	1	1	1	3	3	1	2	3	0	3	1	2	0	0	2	3	0	1	0	3	1	2	0	0	
71	1	2	1	2	4	1	1	2	3	4	3	3	4	3	2	2	4	1	3	3	4	5	1	3	4	3	3	3	2	0	3	2	2	3	0	3	3	3	3	0	0	
72	2	2	1	1	1	1	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	3	1	1	1	1	1	1	1	1	1	1	0	1	2	3	1	0	
73	2	1	1	1	2	3	3	1	2	2	2	4	2	3	2	2	2	2	2	4	5	3	2	2	2	1	3	2	0	0	2	0	3	1	0	1	3	0	2	0	0	
74	2	2	1	1	3	2	2	2	1	1	3	2	3	2	3	2	4	3	3	2	3	4	2	2	2	2	2	0	1	3	0	0	1	2	0	3	0	1	2	3	0	0
75	2	1	1	1	2	1	3	1	1	1	1	2	1	3	4	3	4	2	9	2	2	2	2	2	1	3	0	1	2	0	3	2	0	0	1	0	2	1	3	0	0	
76	2	2	1	1	1	1	3	3	2	3	2	3	3	1	3	3	3	3	3	2	3	3	2	2	2	1	4	3	2	5	4	1	2	0	3	0	1	0	0	0	0	
77	2	1	1	1	2	2	3	3	3	3	2	3	3	2	2	3	3	2	3	2	3	3	1	2	2	0	3	2	1	0	2	1	3	0	0	1	3	0	2	0	0	
78	2	2	1	2	3	3	4	2	2	2	2	3	2	2	3	2	4	1	3	2	3	3	1	2	3	2	1	3	0	0	0	1	3	0	2	0	1	0	3	2	0	
79	2	1	1	1	1	3	5	2	3	5	1	1	1	2	2	2	3	2	3	3	2	2	1	3	1	0	1	2	3	0	0	2	3	0	1	0	1	3	2	0	0	
80	2	1	2	2	2	3	5	3	3	2	2	2	2	3	5	5	4	3	9	2	1	1	2	2	3	2	2	1	2	0	3	2	2	2	2	0	3	2	3	1	0	
81	2	2	2	2	2	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	1	2	1	3	1	2	0	0	1	2	3	0	0	1	0	2	3	0	0	
82	2	1	1	1	2	2	4	3	3	3	3	4	3	4	2	3	4	2	3	1	3	5	2	3	1	3	3	3	2	0	1	1	2	1	0	1	3	3	3	0	0	
83	2	1	1	1	2	2	5	3	3	3	3	3	3	5	4	3	1	5	9	2	9	3	1	2	1	2	1	1	1	0	3	2	2	3	2	0	1	3	3	0	0	
84	1	2	1	1	3	2	4	2	4	4	2	2	2	1	4	4	4	3	4	3	3	2	2	3	2	1	2	3	3	0	2	1	1	3	1	0	1	3	3	2	0	
85	2	2	1	1	2	2	4	2	3	2	2	1	2	2	4	4	4	2	3	1	3	3	2	2	1	2	3	3	2	0	3	2	3	2	1	0	1	2	3	2	0	
86	2	2	1	1	2	2	4	4	2	2	4	2	4	3	2	3	4	4	4	3	3	2	2	2	1	1	0	2	3	0	3	1	2	0	0	0	1	3	0	2	0	
87	2	1	1	2	3	1	5	1	3	4	1	3	2	4	4	5	5	3	5	3	5	4	1	3	1	0	3	2	1	0	0	3	2	0	1	0	1	0	2	3	0	
88	2	2	2	2	2	2	3	3	2	1	1	1	1	3	1	2	5	2	1	1	3	1	2	2	3	0	3	2	1	0	0	1	2	0	3	0	1	3	0	2	0	
89	2	2	1	1	3	1	4	3	3	3	2	2	2	4	4	4	3	2	3	2	2	3	1	5	4	3	2	1	3	0	1	1	3	3	1	0	2	1	3	3	0	
90	2	2	1	1	9	4	5	2	3	3	3	3	3	2	3	2	3	3	2	3	3	2	1	3	4	2	0	3	1	0	0	3	1	2	0	0	1	3	2	0	0	
91	2	1	1	2	1	2	4	2	2	2	4	4	4	4	3	2	4	4	3	3	3	3	1	4	4	1	2	3	0	0	3	2	1	0	0	0	1	3	0	2	0	
92	1	2	2	2	3	2	1	3	3	3	3	2	3	3	2	3	5	2	1	3	2	2	1	4	4	3	3	1	2	0	2	1	1	3	1	0	1	2	3	1	0	
93	2	2	1	2	2	3	4	3	4	3	4	4	4	2	2	2	3	2	3	3	4	4	1	3	4	1	2	3	0	0	0	1	3	0	2	0	1	2	0	0	0	
94	2	2	2	2	4	4	3	3	2	3	2	2	3	3	2	2	4	3	3	3	3	2	2	3	3	4	2	1	3	5	3	2	4	5	1	0	1	3	2	4	5	
95	2	1	2	1	2	2	5	2	2	1	1	3	1	4	2	4	4	4	4	5	2	2	1	2	1	1	0	3	2	0	3	1	0	0	2	0	1	2	0	3	0	
96	1	1	2	1	2	2	3	1	1	1	1	2	2	1	2	3	5	3	3	3	5	2	2	2	2	2	1	3	0	2	0	0	2	3	0	1	0	1	2	0	3	0
97	2	2	1	2	2	4	5	2	2	1	1	2	2	4	2	2	1	3	3	4	3	2	2	2	2	2	2	0	3	1	0	3	2	0	1	0	2	1	0	3	0	

CUHK Libraries



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